

# Web Site Evaluation Criteria



## About this evaluation...

It is our attempt to provide an objective attempt at evaluating web sites with the simple criteria below. Some criteria are subjective and open to opinions but for the most part many of the criteria are not. For instance – the page has code errors or it does not. The site appears properly on FireFox or does not.

Though we do occasionally sell sites based on these evaluations it is not the purpose of this document to push a sales job on you. It is our intent to educate and inform – whether you later utilize our services or not. Feel free to share the results with your personal designer to improve your site. We personally use these same criteria in proofing sites we create.

Finally, we do not mean to offend anyone. Again, some of the criteria are open to debate and opinion and sometimes people rigorously defend their designs. Many times friends or relatives have helped with the site. If you ask a dozen different designers you may receive a dozen different opinions – so we try to remain objective and focused.

Some of these areas are highly technical – so please feel free to call or write with any questions.

## Design and Content

- Color – are the colors acceptable, consistent and communicating the right tone and mood?
- Navigational Consistency – is the navigation bar/menu easy to use and intuitive and consistent?
- Is the site easy to read and easy to find what is being sought?
- Is the site “sticky”?
- Does the site have a good visual first impression (image quality and design appeal)?
- Is the content relevant?
- Spelling and grammar?
- Does the site look good across various resolutions and in various browsers (including handhelds)?
- Does the site load quickly?

## Programming

- Coding – is the coding clean and free of mistakes that would stop the page from validating or from crawlers indexing?
- Is the site easily maintained?

- Do error pages exist?

#### Marketing and Branding (company name, logo, color scheme – corporate identity)

- Is the company readily identified?
- Is the web site branding consistent with other marketing materials?
- Is the web site branding on every page?
- Is there a call to action?

#### Search Engine Optimization (SEO)

- Are meta-tags effectively utilized?
- Domain name strategy?
- Are folders and pages named properly?
- Does the content and keywords match the meta-tags and page names and page titles?
- What is the density of the keywords?
- How many back links exist?