

5 A's to Web Site Evaluation:

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1) Agenda

- What is the purpose of the site? To inform, entertain, persuade...or something else?
- Does the purpose of the site match your intended use?
- Why did someone buy web space, design a page, write its content & put it online for all the world to see?

2) Author

- Who is the person/organization writing the information?
- Is the author listed with contact information?
- Are credentials listed?
- Is there an "about me/about us" link?
- Is there a link to the home page?

3) Appearance

- Is there an easy-to-follow navigation & site organization?
- Is the site professionally designed?
- Is there a busy background or is the site clear and easy-to-read?

4) Address

- Is this a .com, .org, .gov, .edu...or something else?
- How do these URL endings help us understand the content of a web page? How can these classifications also be deceiving?
- Is the web address the domain name or a page on that domain?

5) Advertising

- Where are the ads on the page? Are they segmented off to the side, separate from the content?
- Are the ads really part of the page?
- Is the web page really just one big ad?

Online reference:

www.sandyscragg.com/eval.htm