#	Criteria	Needs Improvement (0 Pts)	Effective (3 pts)	Exemplary (6 pts)	Score: Rate from 0-6
1	**Language & Content**				
	Content Accuracy	The site lacks a clear purpose and theme.	The site has a clearly stated purpose and theme, but may have one or two elements that do not seem to be related to it.	The site has a well-stated clear purpose and theme that is carried out throughout the site.	0
	Spelling & Grammar	There are numerous errors in spelling, punctuation or grammar that affect the comprehension.	There are several errors in spelling, punctuation or grammar.	There are no errors in spelling, punctuation or grammar.	3
	Citation	No citations are evident.	Citations are included in some sources but not all.	All sources include citations.	6
	Date	No dates evident.	Dates are given in some articles or sources but not in all of them.	Site contains creation, update, and data collection dates for all key information.	3
	Contact Information	No contact information is available.	Contact information is difficult to find, and/or incomplete (missing phone #, etc.)	The website provides immediate contact details such as e-mail addresses, telephone numbers and social website account links on the homepage.	3
	Consistency	Different terms are used to describe same items.	Different terms are used to describe some items. Terminology is mostly consistent with general web usage.	Only one word or term is used to describe any item. Terminology is consistent with general web usage.	3
	Comments:				**Average: 3**
2	**Simplicity**				
	Simplicity	The web page is too busy. Users are not able to quickly find what they are looking for. Images distract from the purpose of the site.	The content is fairly simple and to the point. There is somewhat of a learning curve. Images are non-distracting.	The website is very simple and to the point. Users can quickly understand the design and can easily find what they are looking for. Visual images enhance content.	3
	Comments:				**Average: 3**
3	**Presentation/Appearance: The Visual Aspects of the Website**				
	Background	Background takes away from the content on the website and makes it harder to read.	Background is consistent and allows the user to read the content.	Background is attractive, adds to the purpose of the website and is consistent on all pages.	3
	Color Choices	Color does not fit with the theme and purpose of the website. Color makes the fonts harder to read.	Color of the background, fonts and links does not take away from the content of the website.	Color is consistent on all pages, fits with the purpose of the website and is appealing to the user.	0
	Fonts	There are a variety of fonts used that are not consistent.	For the most part font sizes are consistent and the website is easy to read.	Fonts are consistent, easy to read and the size varies according to heading. The font helps with the readibility of the website.	3
	Graphics	Graphics are not related to the theme of the website and are unappealing.	Graphics fit with the theme of the website and are visually effective.	Graphics are high quality and add to the overall purpose of the website.	3
	Consistency	The website does not use colors, backgrounds and/or fonts consistently.	For the most part colors, backgrounds and fonts are consistent.	Consistent colors, backgrounds and fonts are used throughout the website.	0
	Comments:				**Average: 1.8**
4	**Design Layout**				
	Visual Clarity	The web pages are cluttered looking or confusing. It is often difficult to locate important elements.	The web pages have a usable layout, but may appear busy or boring. It is easy to locate most of the important elements.	The web site has an exceptionally attractive and usable layout. It is easy to locate all important elements. White space, graphic elements and/or alignment are used effectively to organize material.	6
	Comments:				**Average: 6**
5	**Information Architecture - the structural design of the website.**				
	Navigation	Desired information is difficult to find.	Navigation links are visible but somewhat confusing.	Navigation is logical and clear; site map and search engine available.	3
	Links	Some links do not take the reader to the sites described. A user often feels lost.	Links for navigation take the reader where they expect to go, but some needed links seem to be missing. A user sometimes gets lost.	Links for navigation are clearly labelled, consistently placed, allow the readers to easily move from a page to related pages (forward and back), and take the reader where they expect to go. The user does not become lost.	0
	Search	Difficult to use and yields poor search results. Or search functionality is not existent.	Search is relatively easy to use, but may not provide relevant results.	Easy to use, and provides relevant results.	3
	Consistency	Links do not match titles of the pages to which they refer.	Some links do not match titles of the pages to which they refer to.	Links match titles of the pages to which they refer.	6
	Comments:				**Average: 3**

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	Accessibility Compliance				
6	Accessibility	The accessibiliity standards are ignored.	The website overlooks some of the accessibility standards.	The website adheres to all standards of accessibility.	3
	Compatibility	The website functions inconsistently across different platforms and browsers.	The website functions correctly on some platforms and browsers.	The website functions correctly on all major platforms and browsers.	0
	Comments:				**Average: 1.5**
	User Control & Feedback				
7	User Control	No "Undo" or "Redo" functions. Users lack control of the process.	Users can undo their operations but with some difficulties.	User can cancel all operations. There is a clear exit point on every page.	3
	Feedback	No feedback is available when the system malfunctions.	If necessary, online help is available.	It is always clear what is happening on the site. There is always a user guidance or help system.	3
	Comments:				**Average: 3**
	Error Prevention and Correction				
8	Error Prevention and Correction	Errors occur frequently and/or do not provide information for assistance, and/or there is no exit point available, and/or no contact details available.	Some errors occur, messages are not clear, do not provide adequate information, and/or exit point is unclear, and/or immediate help is not easily found.	Error messages are in plain language, describing what action is necessary, and the website provides clear exit points and immediate online support.	0
	Comments:				**Average: 0**
	Authority & Trust				
9	Organizational ID	No logos or organizational identifiers are available.	Few or inconsistent logos or organizational identifiers are used.	Site contains official logos or or organizational identifiers that are all identifiable.	0
	Organizational Colors	No organizational colors are available	Few identifiers of or or inconsistent organizational colors are available,	Site contains organizational colors that are identifiable.	6
	Security	No security measures are available.	Few identifiers of security measures are available. Personal security information is available.	Site contains security measures that are identifiable.	0
	Comments:				**Average: 2**

Evaluation of Total Score of Evaluation	33	Effective
Rating	**Total Point Range**	
Exemplary	37-54	
Effective	19-36	
Needs Improvement	0-18	