

Web Site Assessment Form

Concept or Presence	Lowest					Best
How well is a coherent, visual metaphor carried through the site?	1	2	3	4	5	
How well is that metaphor carried through on each screen?	1	2	3	4	5	
How well does the metaphor fit the company image?	1	2	3	4	5	
How well does the metaphor suit the purpose of the site?	1	2	3	4	5	
How well does the metaphor suit the target audience?	1	2	3	4	5	
CONCEPT SUBTOTAL:						_____

Content	Lowest					Best
How appropriate is the text-intensiveness of the site?	1	2	3	4	5	
How well does the site answer any questions you might have?	1	2	3	4	5	
How easy is it to ask questions via e-mail and/or phone?	1	2	3	4	5	
How well does the content engage viewers and compel them to continue (e.g., correct spelling & grammar, vivid words, short paragraphs, bullets, 2nd person (you), active voice)?	1	2	3	4	5	
How well does the content suit the target audience?	1	2	3	4	5	
CONTENT SUBTOTAL:						_____

Navigation	Lowest					Best
How consistent is the navigation?	1	2	3	4	5	
How obvious, simple, or intuitive is the navigation?	1	2	3	4	5	
How easy is the access to the menu, site index, and home page from each screen?	1	2	3	4	5	
How accessible are navigation tools (screen visibility/position)?	1	2	3	4	5	
How effectively are internal links used to move through the site?	1	2	3	4	5	
How well arranged is the content (number of clicks needed)?	1	2	3	4	5	
NAVIGATION SUBTOTAL:						_____

Decoration	Lowest					Best
How attractive is the decoration?	1	2	3	4	5	
How well does the decoration support the concept?	1	2	3	4	5	
How well does the decoration support the content?	1	2	3	4	5	
How well does the decoration support the navigation?	1	2	3	4	5	
How well does the decoration suit the purpose of the site?	1	2	3	4	5	
How well does the decoration suit the target audience?	1	2	3	4	5	

DECORATION SUBTOTAL:

Marketing Efficacy	Lowest					Best
How well does the site convey its central value message?	1	2	3	4	5	
How well does it meet the buying needs of its target market?	1	2	3	4	5	
How effectively does it use calls to action and contact information?	1	2	3	4	5	
How well does the site promote itself (encourage repeat visits)?	1	2	3	4	5	

MARKETING EFFICACY SUBTOTAL:

SITE TOTAL: