

Rating Web Pages for Content

Title of site _____ Subject/Topic _____
 URL _____ Audience _____
 Purpose for exploring this site _____

To determine the value of a web site you are considering, rate its content according to the criteria described below. Circle Y for Yes, N for No, NA for Not Applicable.

At First Look

User is able to quickly determine the basic content of the site	Y	N	NA
User is able to determine the intended audience of the site	Y	N	NA
There are minimal or no advertisements or pop-ups	Y	N	NA
Site format/layout is easy to understand	Y	N	NA

Information Providers

Author(s) of the material on the site is(are) clearly identified	Y	N	NA
Information about the author(s) is available	Y	N	NA
Given the information presented, the author appears qualified to present information on this topic	Y	N	NA
The sponsor of the site is clearly identified	Y	N	NA
A contact person/address is available so the user may ask questions or verify information	Y	N	NA

Information Currency

Latest revision date is provided. Date last revised is:	Y	N	NA
Latest revision date is appropriate to material	Y	N	NA
Content is updated frequently	Y	N	NA
Links to other sites are current and working properly	Y	N	NA

Information Quality

Purpose of this site is clear: business/commercial – entertainment – informational – news – personal page – government information – persuasion (also circle one category)	Y	N	NA
The content achieves the intended purpose effectively	Y	N	NA
The content appears to be complete (no “under construction” signs, for example)	Y	N	NA
The information in this site is easy to understand	Y	N	NA
This site offers sufficient information related to my needs/purpose	Y	N	NA
The content is free of bias, or the bias can be easily detected	Y	N	NA
This site provides interactivity that increases its value	Y	N	NA
The information appears to be accurate based on user’s previous knowledge of subject	Y	N	NA
The information is consistent with similar information in other sources	Y	N	NA
Grammar and spelling are correct	Y	N	NA

Further Information

There are links to other sites that are related to my needs/purposes	Y	N	NA
The content of linked sites is worthwhile and appropriate to my needs/purposes	Y	N	NA
Links within linked sites are working properly	Y	N	NA

Based on the total of Y and N answers and your overall observations, rate the content of this site as:
 ___ Very useful for my information needs ___ Worth bookmarking for future reference ___ Not worth coming back to

Comments: