

# Business & Industry Evaluation Form

**URL to be evaluated:** \_\_\_\_\_

**Browser and connection type:** \_\_\_\_\_

How to use: mark the one selection in each statement that best fits the above site. Sections that have three options are rated from left to right as good, mediocre or unacceptable.

## Ideas and Content

### • Information is:

Accurate and current \_\_\_ Not always clear \_\_\_ Inaccurate or incomplete \_\_\_

### • Ideas come mainly from:

Primary sources \_\_\_ Primary source not clear \_\_\_ No primary source \_\_\_

### • Authors show knowledge and insight \_\_\_

### • Effective use of technology demonstrated \_\_\_

### • Content connections are:

Clear, relate larger context \_\_\_ Not always clear \_\_\_ No context for info \_\_\_

### • Validity of information is:

Clear & purposeful \_\_\_ Not clear & purposeful \_\_\_ Suspect \_\_\_

## Organization

### • Opening page is:

Inviting \_\_\_ Page structure inconsistent \_\_\_ No visitor orientation \_\_\_

### • Details are:

Logical & effective \_\_\_ Sequencing inconsistent \_\_\_ Sequencing unclear \_\_\_

### • Layout of pages provides:

Good direction \_\_\_ Some pages incomplete \_\_\_ Pages lack closure \_\_\_

### • How to explore an idea is:

Links clear \_\_\_ Links disjointed, lack purpose \_\_\_ No focus for links \_\_\_

### • Good page transition is:

Evident \_\_\_ At times inconsistent & disconnected \_\_\_ Never connected \_\_\_

### • Navigating through pages give you a sense of:

Confidence & order \_\_\_ Being lost or unsure \_\_\_ No sensible order \_\_\_

## Language and Conventions

### • Organizational and paragraph structure are:

Clear & coherent \_\_\_ Long & incomplete \_\_\_ Missing entirely \_\_\_

### • Grammar and usage are:

Correct \_\_\_ Incorrect at times \_\_\_ Often incorrect & noticeable \_\_\_

Adapted from original work done by Al Rogers, Global SchoolNet Foundation and CyberFair Contest.

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- Punctuation and spelling are:

Correct \_\_\_ Sometimes missing or wrong \_\_\_ Often incorrect & glaring \_\_\_

### Web and technical aspects

- Web site is clearly identified; easy to find: Yes \_\_\_ No \_\_\_
- Backgrounds and text work well together: Yes \_\_\_ No \_\_\_
- Graphical elements are used consistently: Yes \_\_\_ No \_\_\_
- Multimedia adds to the main purpose: Yes \_\_\_ No \_\_\_
- Amount of links and type are appropriate: Yes \_\_\_ No \_\_\_
- Links work properly:

Always \_\_\_ Sometimes \_\_\_ Never \_\_\_

- Graphics are optimized and site works in all browsers

Always \_\_\_ Sometimes \_\_\_ Never \_\_\_

- Works in text only mode:

Always \_\_\_ Sometimes \_\_\_ Never \_\_\_

- Multimedia resources work properly:

Always \_\_\_ Sometimes \_\_\_ Never \_\_\_

### Product quality and availability

- Free trial or money back guarantee: Yes \_\_\_ No \_\_\_
- Product descriptions useful: Yes \_\_\_ No \_\_\_
- Cost seems appropriate to market: Yes \_\_\_ No \_\_\_
- Site contains testimonials: Yes \_\_\_ No \_\_\_

### Communication

- Business name and address available: Yes \_\_\_ No \_\_\_
- Webmaster email address available: Yes \_\_\_ No \_\_\_
- Ordering info clear and easy: Yes \_\_\_ No \_\_\_
- On-line purchases are secure: Yes \_\_\_ No \_\_\_

### Site Score

\_\_\_\_\_ **Good +:** All ratings are good. No area can be unacceptable or suspect.

\_\_\_\_\_ **Good:** Majority ratings are good with a few mediocre. A few non-essential unacceptable ratings okay if validity and quality can be verified.

\_\_\_\_\_ **Mediocre:** Site score is inconsistent but validity okay.

\_\_\_\_\_ **Unacceptable:** mostly unacceptable ratings and every site that has suspect information and validity.

### Comments:

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