

Web Site Scorecard™

Firm _____

URL _____

Date visited _____

<p><i>Use this Scorecard to evaluate the various web sites you visit.</i></p> <p>Download and print out as many Scorecards as desired and 3-hole punch them so you can store them in a three-ring binder. Save space and paper by printing or photocopying the first and second pages on the front and back of a single sheet of paper. (Refer to your printer's documentation for directions on two-sided printing.)</p> <p>Score each web site on each of the following points, using a scale of 1 to 5 by circling the appropriate numbers. Note the total score at the end of the worksheet. Revisit the site frequently to see if it has been improved.</p>			<p>Points</p> <p>1 = poor 2 = below average 3 = average 4 = above average 5 = very good</p>
1	<p>Does the home page load quickly?</p>	<p><input type="checkbox"/> Yes</p> <p><input type="checkbox"/> No</p> <p>Explain</p>	<p>1 2 3 4 5</p>
2	<p>Is the site's purpose immediately obvious?</p>	<p><input type="checkbox"/> Yes</p> <p><input type="checkbox"/> No</p> <p>Explain</p>	<p>1 2 3 4 5</p>
3	<p>Does the home page immediately engage you, i.e. describe problems you may be facing?</p>	<p><input type="checkbox"/> Yes</p> <p><input type="checkbox"/> No</p> <p>Explain</p>	<p>1 2 3 4 5</p>
4	<p>Can you easily identify and locate desired information?</p>	<p><input type="checkbox"/> Yes</p> <p><input type="checkbox"/> No</p> <p>Explain</p>	<p>1 2 3 4 5</p>
5	<p>Does the site encourage easy visitor registration for later e-mail follow-up?</p>	<p><input type="checkbox"/> Yes</p> <p><input type="checkbox"/> No</p> <p>Explain</p>	<p>1 2 3 4 5</p>

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6	Is text easy to read? Are subheads and bulleted lists used to chunk content?	<input type="checkbox"/> Yes <input type="checkbox"/> No Explain	1 2 3 4 5
7	Does the site offer timely, frequently updated information?	<input type="checkbox"/> Yes <input type="checkbox"/> No Explain	1 2 3 4 5
8	Does the site project an appropriate image?	<input type="checkbox"/> Yes <input type="checkbox"/> No Explain	1 2 3 4 5
9	Is the site interactive, i.e. does it offer visitors information customized to their specific needs?	<input type="checkbox"/> Yes <input type="checkbox"/> No Explain	1 2 3 4 5
10	Does the site use features like frames and animation appropriately and with restraint?	<input type="checkbox"/> Yes <input type="checkbox"/> No Explain	1 2 3 4 5
11	Does the site encourage you to buy or take the next step?	<input type="checkbox"/> Yes <input type="checkbox"/> No Explain	1 2 3 4 5
12	Does the site encourage a sense of community?	<input type="checkbox"/> Yes <input type="checkbox"/> No Explain	1 2 3 4 5
Total:			
<p>For more information, refer to my "How to Rate a Web Site" article. You'll find a link to it on the home page of my web site, www.NewEntrepreneur.com.</p>			