Website Evaluation Criteria

1. Authorship – Who put up the site? **This is THE MOST IMPORTANT first check!**
   - a. Author clearly stated with credentials listed
   - b. Contact link provided, for comments or questions
   - c. Check tabs “About” or “Who We Are” or “Background”

2. Purpose – What is the reason this site is on the web?
   - a. Clear purpose with content that reflect the purpose
   - b. Should have no bias, or that bias should be stated in “About Us” or similar section

3. Coverage of information – Is it accurate and up to date?
   - a. Accurate information, that is regularly updated - current information
   - b. Easy to read and understand by target audience
   - c. Contains an adequate amount of information to make it worth visiting

4. Technically speaking – Are the links functional and current?
   - a. Contains a search function if there is a large amount of information
   - b. No charge to use
   - c. Correct spelling and grammar
   - d. Links to more information that work and are relevant
   - e. Graphics and pictures relevant and appropriate
   - f. Limited advertising