

**Bristol Web Content Evaluation : Rating Guide**  
[becky@bristolarts.com](mailto:becky@bristolarts.com)

SITE TITLE: \_\_\_\_\_ SUBJECT: \_\_\_\_\_

URL: \_\_\_\_\_

NOTES: \_\_\_\_\_

<b>1. Initial Appraisal</b>			
A. User quickly determine the content of site	Y	N	NA
B. User quickly determine the navigation tools for the site	Y	N	NA
C. User quickly determine authorship	Y	N	NA
D. User quickly determine site relevance	Y	N	NA
E. User quickly determine site authority	Y	N	NA
<b>2. Information Authorship</b>			
A. Information about the author available	Y	N	NA
B. Author/Affiliation an authority on subject/content	Y	N	NA
C. Site sponsor identified	Y	N	NA
D. Contact information available: for questions or assistance	Y	N	NA
<b>3. Information Currency</b>			
A. Publication date of source: _____	Y	N	NA
B. Revision date available: _____	Y	N	NA
C. Information current	Y	N	NA
D. Links updated (no dead links)	Y	N	NA
E. Information copyrighted	Y	N	NA
<b>4. Content</b>			
A. Purpose of site well defined	Y	N	NA
B. Bias	Y	N	NA
C. Content organized logically	Y	N	NA
D. Proximity of information relevant	Y	N	NA
E. Site complete (nothing under construction)	Y	N	NA
F. Grammar and spelling correct	Y	N	NA
G. Information authoritative	Y	N	NA
H. Information accurate (according to personal knowledge of subject)	Y	N	NA
I. Are links appropriate	Y	N	NA

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<b>5. Usability</b>			
A. Is there a site search	Y	N	NA
B. Navigation links clearly defined	Y	N	NA
C. Links within 3 or less clicks	Y	N	NA
D. Password or registration needed	Y	N	NA
E. Icons clearly represent navigation content	Y	N	NA
F. Visually appealing	Y	N	NA
G. Images/graphics	Y	N	NA
H. Search help	Y	N	NA
I. Other resource/links available	Y	N	NA
J. Format easy to read	Y	N	NA

Overall opinion of the site based on the total number of **yes** and **no** answers.

Site very useful for information needs	Y	N
Site somewhat useful for information needs	Y	N
Site not useful at all never go to this site	Y	N

Comments: \_\_\_\_\_

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