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Communications**

COMMUNITY MEDIA WORKSHOP Assessing Your Website (6/4/03)

I. INITIAL IMPRESSION OF HOME PAGE

- Is it inviting and welcoming?
- Is the purpose of the site clear? Is it obvious who owns this site?
- Is the page attractive? Does the visitor want to explore the site further?
- Does it contain essential information? (Mailing address, telephone numbers, home/search/contents/contact buttons, keyword-heavy text, organizational news, quicklaunch links)

II. NAVIGATION

- Can you find your way around the site? Is information easy to find?
- Is it easy to find your way back to the home page?

III. CONTENT

- Is the content interesting and appropriate to the site's mission?
- Is information helpful and relevant to the topic?
- Is the content fresh (not outdated)?

IV. DESIGN

- Is the content easy to read? Are the pages attractive?
- Are the pages attractive on monitors set to various resolutions, on various browsers and on both Macs and PCs?

V. USABILITY

- Can various users (with various computer skills) interact with the site in the desired manner without assistance?

VI. TECHNOLOGY

- Is technology (menus, scripting, animations, bells and whistles) used to aid communication (as opposed to confusing the visitor)?
- Do all the links work? Do pages download quickly?

VII. RESULTS

- Does the site meet its goals? Does it serve the organization's goals?

Jonathan Lehrer is a marketing communications expert, specializing in creation or redesign of Internet sites, strategic planning and message development. His experience includes assignments in telecommunications, healthcare and non-profit organizations.

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