

**Web Site Evaluation**

Agency

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Web Site Address

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Evaluated by

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Score:

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## Part 1 – Web Site Mechanics

Each YES answer is worth five points. Answers that have a scale use 5 as Excellent, 1 as Poor.

### Section 3.1.1 Content

1. Does the site have a well-defined audience? 5 4 3 2 1
2. Is the site up-to-date? 5 4 3 2 1
3. Is the site updated regularly? Are updates announced? Is new content highlighted?  
Yes / NO
4. Are the sentences short and the writing concise? 5 4 3 2 1
5. Is color used appropriately? 5 4 3 2 1
6. Are graphics used appropriately? 5 4 3 2 1
7. How well is the Web site organized? 5 4 3 2 1
8. Are user instructions clear and easy to follow? Yes / NO

### Section 3.1.2 Navigability

1. Are navigation icons always available and consistent from page-to-page? Yes / NO
2. Do the icons clearly represent what is intended? 5 4 3 2 1
3. Is a text alternative available for all navigation icons? Yes / NO
4. Can users get to information in a reasonable number of clicks? Yes / NO
5. Are there warnings about the size of linked files? Yes / NO
6. Are links to external sites and resources labeled? Yes / NO
7. Are search utilities provided for large sites? Yes / NO
8. Are site maps provided for large or complex sites? 5 4 3 2 1
9. Are the links up-to-date, and free of 'broken' links? Yes / NO
10. Does each page have a label (header, title, etc.) to describe its purpose? Yes / NO

### Section 3.1.2 Site Readability

1. Is the font size large enough to be readable? Yes / NO
2. If non-standard fonts are used for body copy, are they readable? Yes / NO
3. Are fonts used consistently? Yes / NO

4. Are four or fewer than four different fonts used in the text? Yes / NO
5. Are large blocks of text left justified? Yes / NO
6. Is the text in regular Upper and Lower case (sentence case)? Yes / NO

### **Section 3.1.4 Internet Issues**

1. If frames are used, is a non-frame alternative provided? Yes / NO
2. Are multimedia, animation and graphics used only when necessary? Yes / NO
3. Are alternate pages with fewer graphics (or text only versions) made available?  
Yes / NO
4. Can a usable form of the site be accessed by a great majority of the available browsers?  
Yes / NO
5. Is content available without the use of special plug-ins? Yes / NO
6. Are visually impaired viewers accommodated? Yes / NO
7. Are meta tags used to describe the site to a search engine? Yes / NO
8. Can the site be located with standard Internet searches? Yes / NO
9. Have links to additional resources been posted? Yes / NO

## Part 2 – Web Site Content

The questions here have no values. The responses will merely be counted and analyzed for trends where appropriate.

### Other Information

1. Does the site have a published privacy policy? Yes / NO

2. Does the site allow advertisers? Yes / NO

If yes: Is the Advertising a distraction? Yes / No

Explain: \_\_\_\_\_

Is the Advertising inappropriate: Yes / No

Explain: \_\_\_\_\_

3. Does the site have a published Advertising Policy? Yes / NO

4. Does the site have a published policy on links? Yes / NO

a. link to us? Yes / NO

b. link to others? Yes / NO

5. Does the site collect information (requests names, addresses, etc.) Yes / NO

6. Does the site conduct business on-line? Yes / NO

a. What formats/programs are used?

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b. Do the transactions require special software (list)?

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c. Does the site accept on-line credit card payments? Yes / NO

7. Does the site offer interactive services?

Yes / NO

a. If yes, list types:

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b. Are the interactive services effective? List comments for each.

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8. Does the site provide information on Transportation-Related Issues?

Yes / NO

a. List all Topics covered, and comment on the depth of Coverage:

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b. Given the list of issues covered, are there issues that could have / should have been covered in more detail / less detail?

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