WEB SITE EVALUATION CHECKLIST

Name of Web site: _____   Date Checked: _____

Address (URL): _____

QUESTION	ANSWER	HOW TO SCORE	Pts
CONTENT			
AUTHORITY: 1. Are author's name and credentials listed? OR Is the publisher/institution given with contact information?	[1] **Y / N**	Y = +2 pts. N = -2 pts.	
CURRENCY: 2. Is original posting date given? 3. Is most recent revision date given?	[2] **Y / N** [3] **Y / N**	Y = +1 pts. N = -1 pts. Y = +2 pts. N = -2 pts.	
INFORMATION: 4. Is information presented stable and relatively unchanging (such as the Periodic Table of Elements), or is it from a rapidly changing field or discipline for which frequent updates should be required? 5. Is the copyright status of the information clearly stated? 6. If yes, are restrictions on use (intellectual property issues) clearly stated?	[4] **Y / N** [5] **Y / N** [6] **Y / N**	No points. Y = +3 pts. N = -3 pts. Y = +1 pts. N = -1 pts.	
SCOPE/SELECTION: 7. Is the scope or intended topic coverage of the site clearly stated? 8. Are the criteria for inclusion of information or links clearly stated?	[7] **Y / N** [8] **Y / N**	Y = +1 pts. N = -1 pts. Y = +2 pts. N = -2 pts.	

AUDIENCE:
9. Is intended audience clearly stated?
10. Is intended audience evident from content of site?
11. If yes to either question 9 or 10 , select intended audience (select as many as appropriate):
  a) General public / Patients
  b) Clinicians (MD, DDS, DO, etc.)
  c) Clinical support staff
  d) Researchers / Academicians
  e) Other
12. Is content appropriate for target audience?
13. Is presentation (design, reading level) appropriate for target audience?
	[9]
	Y / N
	[10]
	Y / N
	[11]
	A/B/ C/D/ E
	[12]
	Y / N
	[13]
	Y / N
		Y = +2 pts.
		N = -2 pts.
		Y = +1 pts.
		N = -1 pts.
		
		No points.
		
		Y = +2 pts.
		N = -2 pts.
		Y = +1 pts.
		N = -1 pts.	

VALUE:
14. Is this information available through other sources?
15. If yes, choose one:
  a) Print resources (books, journals, pamphlets, etc.)
  b) Other internet resources / web sites
  c) Other electronic resource (databases, electronic journals, etc.)
	[14]
	Y / N
	[15]
	A/B/C
		No points.
		
		No points.	

QUESTION	ANSWER	HOW TO SCORE	Pts
CONTENT, continued			

VALUE, continued:
16. If yes, how does the quality of information at this site compare with the other available sources?
   a) Superior to other sources
   b) Equivalent to other sources
   c) Inferior to other sources
17. If yes, how does access to the information through this web site compare to the other available sources?
   a) Easier to find/use
   b) About the same amount of effort to find/use
   c) More difficult to find/use
	16
	A/B/C
	
	17
	A/B/C
		A = +3 pts.
		B = 0 pts.
		<u>C = -3 pts.</u>
		
		A = +2 pts.
		B = 0 pts.
		<u>C = -2 pts.</u>	

ACCURACY: 18. Are sources cited or credited? 19. Is a bibliography or resource list available? 20. Can you identify errors or significant omissions in information presented? 21. Are opinions or misleading/biased information presented as fact? 22. Does information presented as factual appear to be accurate to the best of your knowledge? 23. Is there an identifiable conflict of interest?	18 **Y / N** 19 **Y / N** 20 **Y / N** 21 **Y / N** 22 **Y / N** 23 **Y / N**	Y = +3 pts. <u>N = -3 pts.</u> Y = +2 pts. <u>N = -2 pts.</u> *Y = -3 pts.* <u>*N = +3 pts.*</u> *Y = -3 pts.* <u>*N = +3 pts.*</u> Y = +2 pts. <u>N = -2 pts.</u> *Y = -2 pts.* *N = +2 pts.*	

ADVERTISING:
24. Is site a commercial site (exists for the primary purpose of promoting or selling a product)?
25. If "no", skip to question #26. If "yes", answer the following:
   25a) Does site also include substantive information? +/-2
   25b) Is advertising clearly distinct from informational content? +/-2
   25c) Is advertising for products of interest to target audience (as defined in question #11)? +/-1
   25d) Are advertising graphics animated? +/-1
   25e) Are advertising graphics designed to be misleading? (They may appear to be something they are not, such as a pull-down menu or a search form.) y/n +/-2
26. Is site a noncommercial site (may promote or sell products, but not as the primary purpose, which would be to provide information, services or resources)?
27. If "no", skip to question #28. If "yes", answer the following:
   27a) Does site also include advertising or product information? +/-1
   27b) Is advertising clearly distinct from informational content? +/-2
   27c) Is advertising for products of interest to target audience (as defined in question #11)? +/-1
   27d) Are advertising graphics animated? +/-1
   27e) Are advertising graphics designed to be misleading? (They may appear to be something they are not, such as a pull-down menu or a search form.) y/n +/-2
	24
	<u>**Y / N**</u>
	25a
	Y / N
	25b
	Y / N
	25c
	Y / N
	25d
	Y / N
	25e
	<u>**Y / N**</u>
	26
	Y / N
	27a
	Y / N
	27b
	Y / N
	27c
	Y / N
	27d
	Y / N
	27e
	Y / N
		<u>No points</u>
		Y = +2 pts.
		<u>N = -2 pts.</u>
		Y = +2 pts.
		<u>N = -2 pts.</u>
		Y = +1 pts.
		<u>N = -1 pts.</u>
		Y = -1 pts.
		<u>*N = +1 pts.*</u>
		Y = -2 pts.
		<u>*N = +2 pts.*</u>
		
		<u>No points.</u>
		Y = -1 pts.
		<u>*N = +1 pts.*</u>
		Y = +2 pts.
		<u>N = -2 pts.</u>
		Y = +1 pts.
		<u>N = -1 pts.</u>
		Y = -1 pts.
		<u>*N = +1 pts.*</u>
		Y = -2 pts.
		N = +2 pts.	

QUESTION	ANSWER	HOW TO SCORE	Pts
USABILITY			
NAVIGATION: 28. Does site include a Table of Contents or Site Map? 29. Is a Help screen or Help section available? 30. Does the page title accurately describe content or location in site structure? 31. Does the page title appear in the top window bar? 32. Do clickable images (imagemaps) have equivalent text links? 33. Does screen layout seem appropriate and logical for the topic? 34. Does every page include a way to return to the homepage for the site? 35. Does site impair user's ability to return to previously visited pages (is the browser's "Back" button grayed out)?	28 **Y / N** 29 **Y / N** 30 **Y / N** 31 **Y / N** 32 **Y / N** 33 **Y / N** 34 **Y / N** 35 **Y / N**	Y = +3 pts. N = -3 pts. Y = +2 pts. N = -2 pts. Y = +2 pts. N = -2 pts. Y = +2 pts. N = -2 pts. Y = +2 pts. N = -2 pts. No points. Y = +3 pts. N = -3 pts. *Y = -3 pts.* *N = +3 pts.*	
SPEED: 36. Does page include unnecessarily large graphics (slow download time)? 37. Does the server appear to be slow or often inaccessible?	36 **Y / N** 37 **Y / N**	*Y = -1 pts.* *N = +1 pts.* *Y = -2 pts.* *N = +2 pts.*	
ACCESS: 38. Are inactive ("dead") links evident? Y/n +/-2 39. If so, are the dead links over 10% of the total links? Y/n +/-3 40. Are portions of the site restricted to subscribers or registered users? Y/n] 0pts 41. If yes, is there a fee or cost for use or for registration? Y/n] 42. If yes, does registration require acceptance of cookies? Y/n] 0pts 43. Are contact information or credentials listed or linked to on every page? y/n 2pt	38 **Y / N** 39 **Y / N** 40 **Y / N** 41 **Y / N** 42 **Y / N** 43 **Y / N**	*Y = -2 pts.* *N = +2 pts.* *Y = -3 pts.* *N = +3 pts.* No points No points No points Y = +2 pts. N = -2 pts.	
Total Number of Points For This Site:			

SCALE		
0 - 25		POOR
26 - 50		WEAK
51 - 60		AVERAGE
61 - 70		GOOD
71 - 80		EXCELLENT