

Website Evaluation Rubric

Criteria	Missing (0)	Needs Improvement (6)	Satisfactory (8)	Excellent (10)
Website Appearance				
Navigation				
Workflow (Draft to Published to Archived)				
Mobile Support				
Social Media Integration				
Technical Requirements				
Usage Statistics				
Security				
Expandable/ Customizable				
Allows User Feedback				
Total Marks Per Column				
Points Per Column	x 0	x 6	x 8	x 10
Total Points Per Column				
Overall Grade				

This rubric utilizes many of the criteria that I utilized in Web Analysis Project I. However, I narrowed down the criteria to ten major points, eliminated ones that I felt overlapped too much, and modified the names of the criteria as well. Instead of theme, I included website appearance as a criteria. I also added website navigation as part of the criteria, instead of search feature (which may be included as part of navigation). Additionally, I added a rubric that may quantify how well a website meets the criteria indicated. By adding up the points, it will provide a value out of 100 to help the reviewer determine the quality of the website.