

Website Critique Sheet

Directions:

Using a computer with access to the Internet, compare at least three different Web sites based on the design, ease-of-use and overall marketability of each. After completing your critiques, write a summary comparing and contrasting the Web sites. Be sure to include why you rated each the way you did and any changes which could be made to make the Web sites better.

Website 1: _____

Rate the following categories 1 to 5 with 1 being Very Poor and 5 being Very Good.

Look and feel of the site:

1 2 3 4 5

Comments:

Design consistency throughout the site:

1 2 3 4 5

Comments:

Overall design of the site:

1 2 3 4 5

Comments:

Clarity of services:

1 2 3 4 5

Comments:

Quality of service and contact information:

1 2 3 4 5

Comments:

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Quality of support services:

1 2 3 4 5

Comments:

Overall ease-of-use:

1 2 3 4 5

Comments:

Unique features:

1 2 3 4 5

Comments:

Search engine ranking for main keywords:

1 2 3 4 5

Comments:

Browser compatibility:

1 2 3 4 5

Comments:

Overall marketability:

1 2 3 4 5

Comments:

Overall rating:

1 2 3 4 5

Comments:

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Website 2: _____

Rate the following categories 1 to 5 with 1 being Very Poor and 5 being Very Good.

Look and feel of the site:

1 2 3 4 5

Comments:

Design consistency throughout the site:

1 2 3 4 5

Comments:

Overall design of the site:

1 2 3 4 5

Comments:

Clarity of services:

1 2 3 4 5

Comments:

Quality of service and contact information:

1 2 3 4 5

Comments:

Quality of support services:

1 2 3 4 5

Comments:

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Overall ease-of-use:

1 2 3 4 5

Comments:

Unique features:

1 2 3 4 5

Comments:

Search engine ranking for main keywords:

1 2 3 4 5

Comments:

Browser compatibility:

1 2 3 4 5

Comments:

Overall marketability:

1 2 3 4 5

Comments:

Overall rating:

1 2 3 4 5

Comments:

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Website 3: _____

Rate the following categories 1 to 5 with 1 being Very Poor and 5 being Very Good.

Look and feel of the site:

1 2 3 4 5

Comments:

Design consistency throughout the site:

1 2 3 4 5

Comments:

Overall design of the site:

1 2 3 4 5

Comments:

Clarity of services:

1 2 3 4 5

Comments:

Quality of service and contact information:

1 2 3 4 5

Comments:

Quality of support services:

1 2 3 4 5

Comments:

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Overall ease-of-use:

1 2 3 4 5

Comments:

Unique features:

1 2 3 4 5

Comments:

Search engine ranking for main keywords:

1 2 3 4 5

Comments:

Browser compatibility:

1 2 3 4 5

Comments:

Overall marketability:

1 2 3 4 5

Comments:

Overall rating:

1 2 3 4 5

Comments:

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Based on the overall rating of the previous websites, compare and contrast what you liked and disliked about each. Include why you rated each of the websites the way you did, as well as any changes or additions which could make the websites better.