

Your Website Evaluation

Using the checklist, we can evaluate your website for your group’s assigned sample site.

Website: _____

Website Evaluation Checklist	
Category	Questions to ask of the site
Overall Design	<div><input type="checkbox"/> Is the website visually appealing?</div> <div><input type="checkbox"/> Is it modern and up-to-date?</div> <div><input type="checkbox"/> Does it look professional and trustworthy?</div> <div><input type="checkbox"/> Does it match the business branding?</div> <div><input type="checkbox"/> Are images properly formatted?</div>
User Experience	<div><input type="checkbox"/> Is the website easy to navigate?</div> <div><input type="checkbox"/> Can users easily find what they’re looking for?</div> <div><input type="checkbox"/> Is the site mobile-responsive and compatible with various devices and screens?</div> <div><input type="checkbox"/> Does it match the business branding?</div>
Loading Speed	<div><input type="checkbox"/> Does the website load quickly, close to 3 seconds?</div>
Content Quality	<div><input type="checkbox"/> Does the website have clear and effective calls-to-action?</div> <div><input type="checkbox"/> Are they strategically placed and easy to find?</div> <div><input type="checkbox"/> Is it up-to-date and relevant to the business’s current services?</div>
Calls-to-Action	<div><input type="checkbox"/> Does the website have clear and effective calls-to-action?</div> <div><input type="checkbox"/> Are they strategically placed and easy to find?</div>
Contact Information	<div><input type="checkbox"/> Is the website’s contact information easily accessible?</div> <div><input type="checkbox"/> Are there multiple ways to contact the business?</div>
Security	<div><input type="checkbox"/> Does the website have clear and effective calls-to-action?</div> <div><input type="checkbox"/> Are they strategically placed and easy to find?</div> <div><input type="checkbox"/> Is it up-to-date and relevant to the business’s current services?</div>
Integrations	<div><input type="checkbox"/> Does the website have clear and effective calls-to-action?</div> <div><input type="checkbox"/> Are they strategically placed and easy to find?</div>
Analytics and Tracking	<div><input type="checkbox"/> Is the website set up with analytics and tracking tools, such as Google Analytics and Google Search Console?</div>