

Your name: _____

WWW CYBERGUIDE RATINGS FOR CONTENT EVALUATION

Site Title: _____ Subject: _____

URL: _____ Audience: _____

Purpose for choosing this site: _____

What are the marketing goals of this web site: _____

To determine the worth of the Web site you are considering, evaluate its content according to the criteria described below. Circle “Y” for “Yes”, “N” for “No”, “NA” for “Not Applicable”.

1. First look			
A. User is able to quickly determine the basic content of the site.	Y	N	NA
B. User is able to determine the intended audience of the site.	Y	N	NA
2. Information Providers			
A. The nature of what is available on the site is clearly identified.	Y	N	NA
B. Information about the author(s) is available.	Y	N	NA
C. The sponsor of the site is clearly identified.	Y	N	NA
D. A contact person or address is available so the user can ask questions or verify information.	Y	N	NA
3. Information Currency			
A. Latest revision date is provided. Date last revised _____	Y	N	NA
B. Latest revision date is appropriate to material.	Y	N	NA
C. Content is updated frequently.	Y	N	NA
D. Links to other sites are current and working properly.	Y	N	NA
4. Information Quality			
A. The purpose of this site is clear: to promote an artist	Y	N	NA
B. The content achieves this intended purpose effectively.	Y	N	NA
C. The content appears to be complete (no “under construction” signs, for example)	Y	N	NA
D. The content of this site is well organized.	Y	N	NA
E. The information in this site is easy to understand.	Y	N	NA
F. This site offers sufficient information related to the audience needs/purposes.	Y	N	NA
G. The site offers a way to purchase products.	Y	N	NA
H. This site provides interactivity that increases its value (message board, signup).	Y	N	NA
I. The title bar correctly identifies the site and the page	Y	N	NA
J. The site has music samples	Y	N	NA
K. The balance of text to graphics is good.	Y	N	NA
K. The menu bar is consistent from page to page and easy to use	Y	N	NA
L. Grammar and spelling are correct.	Y	N	NA
5. Further Information			
A. There are links to other sites that are related to the audience needs/purposes.	Y	N	NA
B. The links facilitate meeting the marketing goals (record sales, appearances...)	Y	N	NA
C. The content of linked sites is worthwhile and appropriate to the audience needs/purposes.	Y	N	NA
Totals			

Based on the total of “yes” and “no” answers and your overall observations, rate the content of this site as: ___

Very useful for my information needs ___ Worth bookmarking for future reference ___ Not worth coming back to

Comments: _____
