What are the guidelines for evaluating the value of a Web site? Try to evaluate 2-5 websites based on the guideline and put your judgment.

The Guidelines for Evaluating a Website can be classified into two:

1. Based on the Content
2. Based on the Design and User-friendly Interface
3. Based On the Content

This again can be classified into:

* AUTHORITY

Authority reveals that the person, institution or agency responsible for a site has the qualifications and knowledge to do so. Evaluating a web site for authority:

* Authorship: It should be clear who developed the site.
* **Contact information** should be clearly provided: e-mail address, snail mail address, phone number, and fax number.
* Credentials: the author should state qualifications, credentials, or personal background that gives them authority to present information.
* Check to see if the site supported by an organization or a commercial body.
* Purpose

The purpose of the information presented in the site should be clear. Some sites are meant to inform, persuade, state an opinion, entertain, or parody something or someone. Evaluating a web site for purpose:

Does the content support the purpose of the site?

Is the information geared to a specific audience (students, scholars, general reader)?

Is the site organized and focused?

Are the outside links appropriate for the site?

Does the site evaluate the links?

* **COVERAGE**

It is difficult to assess the extent of coverage since depth in a site, through the use of links, can be infinite. One author may claim comprehensive coverage of a topic while another may cover just one aspect of a topic. Evaluating a web site for coverage:

Does the site claim to be selective or comprehensive?

Are the topics explored in depth?

Compare the value of the site’s information compared to other similar sites.

Do the links go to outside sites rather than its own?

Does the site provide information with no relevant outside links?

* OBJECTIVITY

Objectivity of the site should be clear. Beware of sites that contain bias or do not admit its bias freely. Objective sites present information with a minimum of bias. Evaluating a web site for objectivity:

Is the information presented with a particular bias?

Does the information try to sway the audience?

Does site advertising conflict with the content?

Is the site trying to explain, inform, persuade, or sell something?

* ACCURACY

There are few standards to verify the accuracy of information on the web. It is the responsibility of the reader to assess the information presented. Evaluating a web site for accuracy:

Reliability: Is the author affiliated with a known, respectable institution?

References: do statistics and other factual information receive proper references as to their origin?

Does the reading you have already done on the subject make the information seem accurate?

Is the information comparable to other sites on the same topic?

Does the text follow basic rules of grammar, spelling and composition?

Is a bibliography or reference list included?

1. Based on the Design and User-friendly Interface

* Usability
* How long does it take for pages to load and will the visitors get bored waiting?
* Can information be found easily?
* Is there a search button available for visitors?
* Are all the links working? T
* Does the website work in different browsers?
* Does the website work on mobile devices?
* Content and Readability
* Are the fonts that of been chosen easy to read?
* Is there considerable contrast between the font color in the background color?
* Is the text an appropriate size?
* Will the content be relevant to the reader?
* Is the content concise yet still useful?
* Does the overall design make content easy to find?
  + - Aesthetics
* Does the website's style align with the brand in terms of color, graphics, feel, etc.?
* Is the style consistent throughout the entire website?
* Does the style suit the target audience? (An elegant layout on the website, cartoons on a toy company website etc.)
* How do visitors view the site? Sparse or crowded, orderly or messy, formal or playful? And how does this align with the goals?
* Are there any photos or decorative touches that are getting in the way of the message?
* SEO and Social Networking
* Are all of the images optimized with ALT tags?
* Is the coding efficient or are there extra lines that can be eliminated?
* Are relevant keywords being used in title tags, heading tags, meta-descriptions, etc.?
* Is there a site map?

WikiHow : <https://www.wikihow.com/Main-Page>

1. Based on the content

* Authority
  + The Developer is not clear
  + Contains basic contact information
  + The contents of the website is collected from volunteers.
  + WikiHow is partner with **Mental Health America , Crisis Text Line , Direct Relief ,  Facebook Free Basics…**
* Purpose
  + The content of the website supports the purpose of the site
  + The information in the website is geared to begginers or is assumed the audience have no prioer knowledge about the information.
  + The site is organized and focused
  + The outside links are not appropriateto the website meaning they are unrelated to the information it is providing.
    - * Coverage
  + The site claims to be comprehensive
  + The topics in the site are not covered in depth rather they are introduction to the topic
  + The site does not provide information with no relevant outside links.
* Objectivity
  + The information/ posts in the web are biased.
  + Some information in site try to persuade the audience rather than presenting information.
  + The site mostly informs not sell or persuade.
* Accuracy
  + The source is not known since anyone is able to contribute, and therefore is not reliable enough.
  + The texts In wikihow follow basic grammer, spelling and composition rules.
  + The information in the site seems accurate.
  + The site references it sources very well.

1. Based on te design and user-friendly interface

* Usability
  + The website loads with in **932 ms according to** [**https://tools.pingdom.com/**](https://tools.pingdom.com/)**.**
  + **Information in the site can be found easily using the search bar.**
  + **There is a search button in the website.**
  + The website works in different platforms.
  + The website works well in all common updated browsers.
* Content and readability
  + The fonts are easy to read
  + The text is in appropriate size.
  + The content is concise and still useful.
  + The design makes it easy to navigate through the contents.
* Aesthethics
  + the design is consistent throughout the website.
  + There are some photos and advertisement messages that disturbs.
  + The site is not crowded and messy.
* SEO and Social Networking
  + There is a site map.
  + The images in the site are optimized with alt tags.
  + The codes in the website is efficient.

Personal Judgment: the site is so useful and very simple to use and navigate through. I like the design of the website. The website can be easily used on different platforms with no difficulty and without change in the design. The Thing I dislike about the site is everyone can contribute and this might make it trusted source of information.

Score : A-

Yale School of Art: <https://www.art.yale.edu/>

1. Based on the Content

* Authority
  + The developer of the site is unkown
  + Location of the yale school of art is putted but there is no site map.
  + There is no any credentials in the website.
  + The website is not supported by any commercial organization
* Purpose
  + The website partially provide information related to its purpose.
  + The information is geared to students that attend yale school of art.
  + The external links are all related to the purose of the website.
* Coverage
  + The website claims to be selective.
  + The topics in the site is not covered in detail
* Objectivity
  + The information in the site try to inform not persue the audience.
* Accuracy
  + The Author of the site is unkown
  + The text in the site does not follow grammer, spelling and composition
  + The site does not include reference.

1. Based on the Design and User-friendly interface

* Usability
  + The site is relatively slow it takes **1.27 s to load according to** [**https://tools.pingdom.com/**](https://tools.pingdom.com/)**.**
  + **Information in the site can not be found easily.**
  + The website works on common updated browsers.
  + The website doesn’t contain search button.
* Content and readability
  + The fonts choosen are unattractive and difficult to read.
  + There is no contrast between the font color and background color.
* Aesthetics
  + The style in the site is inconsistent
  + The style doesn’t suit the target audience.
  + The site is messy.
* SEO and Social Networking
  + The images in the site are not optimized by ALT tags.
  + The coding is not efficient there are so many lines of codes that can be optimized.
  + There is no site map in the site.

Personal Judgment: The site is so unattractive and unorganized it is so messy and it doenst contain information that it is suppose to. The website can be edited by any students so it makes the information untrustworthy.

Score : F

BBC: <https://www.bbc.com/news>

1. Based on the content

* AUTHORITY
  + The contact information is provided in the site.
  + The site is supported by many organizations
  + It is clear who developed the site.
    - * Purpose
  + The content of the site is related to the sites purpose.
  + The information is general but can be geared if needed by selecting what the reader wants.
  + The site evaluates outside links.
    - * Coverage
  + The topics in the site are explored in depth.
  + The site only provides relevant outside links.
  + The site claims to be comprehensive.
* Objectivity
  + The information in the site is not biased.
  + The site does not try to persuade audience rather presents Accurate news.
  + The sites Ad doesn’t conflict users
* Accuracy
  + The authors are trusted and the information they provide is accurate.
  + The text follow basic rules of grammer, spelling and composition.
  + The site refers factual information properly.

1. Based on the Design and User-friendly interface

* Usability
  + The site takes **2.46 s to load according to** [**https://tools.pingdom.com/**](https://tools.pingdom.com/)
  + Information in the site can be found easily.
  + There is a search button in the site.
  + The website works on all common updated browsers.
  + The website works on mobile devices.
    - * Content and Readability
  + The fonts choosen are easy to read.
  + There is a considerable contrast between the font color and the background color.
  + The content is relevant to the reader.
  + The text is in the appropriate size.
    - * Aesthetics
  + the website's style aligns with the brand in terms of color, graphics, feel.
  + The style suit the target user
  + The site is crowded
  + There is no any photos and decorative touches that are getting in the way of the site.
    - * SEO and social Networking
  + The images are optimized with ALT tags.
  + The coding is efficient
  + There is no site map in the website
  + There are relevant keywords that are being used in title tags, headings.

Personal judgment: The website is so useful and updated regularly. But the website is a l little bit slow to access. The website covers a stories with great depth.

Score: B+