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	☐ Is the website visually appealing? ☐ Is it modern and up-to-date? ☐ Does it look professional and trustworthy? ☐ Does it match the business branding? ☐ Are images properly formatted?
User Experience	☐ Is the website easy to navigate? ☐ Can users easily find what they're looking for? ☐ Is the site mobile-responsive and compatible with various devices and screens? ☐ Do they have interactive maps on their site?
Loading Speed	☐ Does the website load quickly, close to 3 seconds?
Content Quality	☐ Does the website have clear and effective calls-to-action? ☐ Are they strategically placed and easy to find? ☐ Is it up-to-date and relevant to the business's current services?
Calls-to-Action	☐ Does the website have clear and effective calls-to-action? ☐ Are they strategically placed and easy to find?
Contact Information	☐ Is the website's contact information easily accessible? ☐ Are there multiple ways to contact the business?
Security	☐ Does the website have clear and effective calls-to-action? ☐ Are they strategically placed and easy to find? ☐ Is it up-to-date and relevant to the business's current services?
Integrations	☐ Does the website have clear and effective calls-to-action? ☐ Are they strategically placed and easy to find?
Analytics and Tracking	☐ Is the website set up with analytics and tracking tools, such as Google Analytics and Google Search Console?