

WEBSITE RATING WORKSHEET

Feb

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Website Rating sheet allows you to better understand where your website is rated in terms of performance, design, quality and usability

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Criteria	Yes	Rating
Performance and Usability of website		
Website loads quickly and completely with a standard dial-up modem		
Website looks consistent in the leading browsers (Microsoft Explorer and Netscape)		
The home page is well-organized and easy to read and understand		
The site requires the user to have a special plug-in or application (i.e. Flash, Acrobat) and a link or help for installing the plug-in is provided		
Navigation choices are clear, logical, consistent and available on every page		
Information is organized in a logical and meaningful fashion		
Easy to find what you are looking for within three clicks		
A search engine is included and provides quick, concise, and accurate results		
No search engine is provided but there is a site map		
The Website is free of broken or bad links or other error messages		
TOTAL		
Web Design		
Graphic files are small enough to download quickly		
Screen elements, such as animated gifs are effective without being distracting		
The pages fit completely within the browser – no need to scroll in order to see the entire page (Make a note about the size and resolution of your monitor.)		
The typefaces and font sizes are easy to see and read		
The site make good use of colors		
The site project a good image of the company		
TOTAL		
Shopping Experience		
The site is equally effective for the shopper who wishes to browse and for the one who wants to find an item and get out		
The language is clear, descriptive, concise, and easy to understand. It is jargon-free and the general tone is professional and friendly		
Additional information is provided to support the customer		
TOTAL		
Catalog Organization		
The product catalog is easy to access from the home page		
The product categories are easy to understand		
The catalog information is organized in a logical and meaningful fashion		
The catalog is easy to navigate		
The product information is useful, informative, adequate and encourages viewers to buy		
Some product photos are provided and they download quickly		
TOTAL		
Shopping-Cart Implementation		
The shopping cart is easy to use and understand		
The shopping-cart features are clearly explained to the consumer		
The customer can easily add items to and delete items from the shopping cart		
When adding an item to the shopping cart, the customer view the contents of the cart and is able to get back to shopping easily		
There is an obvious click path to the cash register		
Product inventory/availability information is provided		
TOTAL		

Transaction Processing		
The site supports secure credit card transactions (If not, note how payment is handled.)		
The order form is easy to understand and complete		
The site indicates what it does with personal information about customers, if it is requested		
Payments are processed in real time		
The transaction is completed quickly		
Adequate information is provided to confirm a successfully completed transaction		
There is a follow-up email confirmation		
	TOTAL	
Customer Service		
The site has a privacy policy easily accessible from the home page		
The privacy policy is accessible from other areas of the site that ask customers for personal information		
The site clearly explains shipping and handling procedures, return policies and product or service guarantees		
The site provides contact information for customers who prefer to order offline or for use in the event of technical or other problems		
The site allows international orders		
The site has a separate customer-service section or clearly labeled customer-service information		
The site allows users to track orders and account activity		
The site makes it easy for customers to provide feedback/comments		
The site provides a forum/chat feature that appears to support the primary purpose of the site		
The site gives customers the opportunity to subscribe/unsubscribe to email alerts or mailing-list discussions		
The site offers other value-added features		
The customer experience is quick and easy enough to bring the customer back, and keep him or her from going to competitors		
	TOTAL	
	OVERALL RATING	