

Website Evaluation Guiding Questions

Part I: Visual/Technical Aspects¹

1. Do any pictures or photographs on the page relate to/add to the information?
2. **Is the spelling generally correct on the page?**
3. Are there helpful headings and subheadings on the page that relate to the content?
4. Is the format standard and readable with your browser or do some aspects of the page not seem to come out right?
5. On supporting pages, is there a link back to the home page?
6. Are the links clearly visible and does the name of the link describe accurately what it links you to?
7. If there are pictures and/or sound files on the page, can you be sure that a picture or sound has not been edited? (a.k.a. Can you verify it from other sources?)

Part II: Content

1. Is the title of the page descriptive of the content?
2. **Is the purpose of the page indicated on the home page or is there a link like “About Us” or “History and Mission” that clearly describes the author or organization’s purpose?**
3. Can you tell when the website was created?
4. **Is there a date on the page that tells you when it was last updated? Is it current in relation to the type of information?** (Ex. If the site is information about the Victorian era in England last being updated in the year 2000 is not a big deal. If it is a site about Healthcare laws last updated in 2008, that is a problem, since many new laws have passed since then.)
5. **For what purposes do you feel the information would be useful?**
6. **Can you tell if the site is presenting the information with an intentional bias?** For example a slaughterhouse company writing articles on the benefits of meat in a healthy diet or a political party putting out information leaning toward their goals.
7. Did the website link you to other sources, both print and Web, that were useful and seemed reliable?
8. **Is a bibliography or list of sources included for you to fact check the information or go to the original source?**

Part III: Authority

1. **Can you find the author or organization’s e-mail address, phone number, and/or physical address?**
2. **Who created the page? Is the a bio page or an “About Us” page which lists the author or organization’s qualifications?** (could be one author or an organization)
3. **Can you tell if other experts in the field think this is a reputable page based on who links to it?** To do this use a link command in a Google search by doing the following:
 - a. Enter the following into the Google Search Bar: *link:website address*
 - b. **Do not use any spaces in the above search.** For example, if I was to try it for www.barnesandnoble.com, this is what I would type in the search box of Google: *link:www.barnesandnoble.com*
4. **Google the author or organization running the site to check for their background and credentials. Make sure you also look at the site you get this info from to see if it looks reliable.**

¹ All bolded questions carry heavier weight when determining whether the website is reliable or not. You may never have a website with all of the components, so you have to gather up the evidence and make a decision.