**STEP ONE – Explore & Analyse Sites (see links on website under Essay Writing)**

Using the chart(s) below, analyse the following aspects of each website:

**CONTENT**

|  |  |  |
| --- | --- | --- |
| **Name of Organization/Website** |  |  |
| **Address of Site (URL)** |  |  |
| **In 2-3 lines, describe the main topic/focus of the site.**  **(Hint: Check “About Us”)** |  |  |
| **Helpful Contact Info.**  **(List at least 3 details, such as contact names, e-mail phone numbers, location …)** |  |  |

**USEABILTY**

|  |  |  |
| --- | --- | --- |
| **How easily or quickly does it load?** | \_\_\_\_ seconds / under a minute / \_\_\_\_ minutes | \_\_\_\_ seconds / under a minute / \_\_\_\_ minutes |
| **Are the drop-down menus, tabs & pages logically arranged and easy to follow?** | Weak OK Good Great (*Circle one*)  *Comment and give an example*: | Weak OK Good Great (*Circle one*)  *Comment and give an example*: |
| **Is the site current?** | *Record the “Last Updated” date for the site or a recent blog date:* | *Record the “Last Updated” date for the site or a recent blog date:* |

**AWARENESS of AUDIENCE**

|  |  |  |
| --- | --- | --- |
| Who might access or use this website? |  |  |
| Are the Visuals (Pictures, diagrams, colours or logos) effective or attractive to the audience/user? | *Comment AND Give Specific Detail(s) or Example(s)* | *Comment AND Give Specific Detail(s) or Example(s)* |
| Is the content clear and easy to read? (Text size/style; clearly-expressed, well-worded, useful information) | Weak OK Good Great (*Circle one*)  *Comment and provide an example*: | Weak OK Good Great (*Circle one*)  *Comment and provide an example*: |
| Is the content & language suitable, engaging and age-appropriate for the Target Audience? | Weak OK Good Great (*Circle one*)  *Explain why it is – or is not – engaging/appropriate*: | Weak OK Good Great (*Circle one*)  *Explain why it is – or is not – engaging/appropriate*: |