

Analyzing websites

Student name: _____

Date: _____

URL: _____

Site name: _____

Category: _____

Visual Layout

Describe the visual elements on the home page. What caught your eye first?

How does the graphic design (balance, emphasis, color, tone, visual hierarchy, and so on) communicate the content?

If there are images on the page, do they add value to the content, or are they for decoration and appeal? If they add value, describe how.

How quickly did the page draw? Was it worth the wait?

How well does the layout of text help viewers understand the main points of the site content? Does the text layout and style follow an appropriate visual hierarchy? If so, how does the visual hierarchy help viewers understand the content?

Consistency Structures

Are any of the elements repeated on subsequent pages? Are the elements decorative or part of the navigation?

Does the repetition help or hinder the overall purpose of the website?

How consistent is the placement of the navigation scheme?

How consistent is the use of color?

How consistent are fonts and font sizes? In what ways do the text styles vary?

Color Scheme

Does the color scheme add to the purpose or tone of the site?

How does the color scheme help or hinder in conveying the purpose of the site?

Content Bias

Can you tell why the site was created? Is there an organization associated with the site, and if so, what type of organization?

Is it clear which portions of the site’s content are fact and which are opinion?

Is there any bias in the information presented? Is there a hidden purpose?

Content Currency

When was the information first placed on the page?

When was it last revised?

Are there any other indications that this information is current? What is the quality of the related links?

Content Source

Who is responsible for this site?

What qualifications or expertise does the author have to write about the topic on this site?

Is there a way to verify the legitimacy of the author, such as an e-mail address, phone number, or mailing address?

Who sponsors this site? Has the site been reviewed or won any awards?

What is the domain extension of the site? What does this extension tell you about the site?

Content Corroboration

What other sites have information on this topic?

Is the information the same?

Are these other sources valid?
