**Website Critique Checklist**

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| --- | --- |
| Check  | **Elements and comments** |

**Homepage**

|  |  |
| --- | --- |
|  | Name is prominent: |
|  | Links to policies and contact info: |
|  | Search bar exists and is easy to locate: |
|  | Readers can contact the website editors: |
|  | Design Elements are consistent1. Headlines
2. Spacing
3. Color
 |
|  | Content and sections are separated visually and effectively: |
|  | White Space used effectively: |
|  | Dominant story exists:1. Good art to complement
2. Good Headline
3. Not too old
4. Prominently displayed on homepage (i.e. it’s the first thing people see)
 |
|  | Navigation:1. Categories make sense to common readers
2. Accordian navigation avoided
3. Each catergory in Navigation has been updated recently
 |
|  | Mobile:Does everything work and look effective on your phone?On a tablet? |

**Social Media**

|  |  |
| --- | --- |
|  | Links/embeds to Social Media exists and are easy to locate: |
|  | Buttons to share content on Social Media exists: |

**Visual Consistency**

|  |  |
| --- | --- |
|  | Design is consistent from one page to the next:1. Headlines
2. Fonts
3. Font Sizes
4. Staff Bylines and bytitles
 |

**Story Pages**

|  |  |
| --- | --- |
|  | Visual impact of each story page is effective: |
|  | Extra Elements for impact included as appropriate:Pull QuotesPhotos inside of storyGraphicsSidebarsSubheads |
|  | Hyperlinks of sources/important content(at least three per story) |
|  | Read through THREE stories in their entiretyIs the content well-written and free of grammar mistakes?Are headlines appropriate and well-written?Does the art effectively complement the story? |
|  | Update frequency - is the site updated often?How many times a day/week/month: |
|  | What’s at the bottom of the story page?Related Stories?Tags?Is there anything else to click on? |

**Art Impact**

|  |  |
| --- | --- |
|  | Featured ImagesDo these follow the guidelines for a feature photo?Does it have a visual impact? |
|  | Slideshows and story artDo these tell a story, or is it just an image of an event - art needs purpose? |
|  | MultimediaAre there interactive elements included?Do they work well and add to the story? |
|  | Mug ShotsAre prominent sources seen on the story page (use a mug shot or another type of photo) |