**Website Critique Checklist**

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| Check | **Elements and comments** |

**Homepage**

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| --- | --- |
|  | 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 consistent   1. 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**

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

**Visual Consistency**

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

**Story Pages**

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| --- | --- |
|  | Visual impact of each story page is effective: |
|  | Extra Elements for impact included as appropriate:  Pull Quotes  Photos inside of story  Graphics  Sidebars  Subheads |
|  | Hyperlinks of sources/important content  (at least three per story) |
|  | Read through THREE stories in their entirety  Is 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 Images  Do these follow the guidelines for a feature photo?  Does it have a visual impact? |
|  | Slideshows and story art  Do these tell a story, or is it just an image of an event - art needs purpose? |
|  | Multimedia  Are there interactive elements included?  Do they work well and add to the story? |
|  | Mug Shots  Are prominent sources seen on the story page (use a mug shot or another type of photo) |