# The Rough Rider Rubric
# for Website Evaluation

| Criterion | Explanation |
|---|---|
| **1. Content** | The purpose of the site: information, entertainment, business, government, etc.<br><br>Is what is on the site appropriate, relevant, useful, accurate, informative, etc.? |
| **2. Organization** | How the content of the site is structured and presented.<br><br>Is it easy to find the information, is it arranged in a useful manner, etc? |
| **3. Navigation** | How you find your way around inside the site.<br><br>Are the menus well-structured and consistent? Are other navigation elements easy to use? |
| **4. Design** | The visual style of the site.<br><br>Is the visual theme (or voice) of the site appropriate for the audience? Are the pages pleasing to look at? Are the layouts, color schemes, fonts, and other visual elements a good match for the content? |
| **5. Speed** | Access time for pages.<br><br>Do the pages load quickly and smoothly? Are there design or content issues that cause network response to lag? |
| **6. Security** | Site integrity.<br><br>Is the site free of viruses or other malware? Does it use secure technology for private information? |

*This rubric was developed by the students in Mr. Davidson's Web Design classes by a process of brainstorming, analysis, and voting (with Post-Its, of course).*