Business Website evaluation rubric

	Exceeds Expectations	Meets Expectations	Needs Improvement	Unacceptable
Text	Text and background complement each other.	Few conflicts.	Numerous conflicts.	Text and background conflict to a high degree distracting and difficult to read.
Navigation	Navigation buttons easy to locate and follow.	Name and/or location of button somewhat confusing to use or locate.	Buttons conflict site content.	Buttons missing from page.
Navigation Orientation	Able to determine location on all pages.	Able to determine location on most pages.	Lack of consistent design makes challenging for view to determine location.	Unable to determine location within website.
Links and rollovers	All links work and are easy to identify. All rollovers work.	Most links and rollovers work.	Some links hard to identify. Rollovers or links not working.	Numerous broken links and rollovers.
Graphics	Graphics are related to the theme purpose of the site, are thoughtfully cropped, are of high quality and enhance reader interest or understanding	Graphics are related to the theme purpose of the site, are of good quality and enhance reader interest or understanding.	Graphics are related to the theme purpose of the site, and are of good quality.	Graphics seem randomly chosen, are of low quality, or distract the reader.
Principles of Design	All principles applied consistently throughout web site.	Principles of design applied in most, but not all of the website.	Limited application of design principles.	Use of design principles not evident.
Professional Look and Feel	The website has an exceptionally attractive and usable layout. It is easy to locate all important elements. White space, graphic elements and/or alignment are used effectively to organize material.	The web pages have an attractive and usable layout. It is easy to locate all important elements.	The web pages have a usable layout, but may appear busy or boring. It is easy to locate most of the important elements.	Novice: Design and development effort is inconsistent. Attention to planning and details not evident. The web pages are cluttered looking or confusing. It is often difficult to locate important elements.