

SITE EVALUATION WORKSHEET – Part 1

PRELIMINARY INFORMATION

Site name: Official website of the state of Connecticut

URL: <http://www.ct.gov>

Purpose of evaluation: Effectiveness & usability

Evaluated by: Austin Blain

Date: September 2, 2014

Time: 9:10-10:30

First Impression:— [1 (poor) – 5 (excellent) 4

Does the colors, layout, amount of text, colors, images appeal to you? Why or Why not?

Yes, it has information that is easily accessible and has a slideshow type banner that shows attractive photos relevant to the state

URL Assessment:

- Is the URL logical (i.e., companyname.edu)? Does it include a recognizable name or is it an abbreviation that might not be recognized by a visitor? Not necessarily, it is only the abbreviations of the state which may not be well known internationally
- If the company uses their company name for the URL, does their company name lend itself to errors in typing “companyname.edu”? No, with in only being two initials it can not be misspelled
- Is the company name easy to remember? Does the URL contain dashes or underscores? How easy is it for customers to recall or guess their URL based on the company name? Yes, it is not a complicated URL with special characters in it.
- Have other relevant URLs been reserved? Dotster.com finds and suggests unregistered domain names (search for availability of a domain, then select

“Alternate Domains”). The names it shows as being registered are worth following to determine if they are a competitor to your business. Yes

- Utilize http://moonsy.com/domain_age/ to identify the following:
 - Age of Domain 15 years 7 month
 - Domain registered date January 14, 1999
 - Domain expiration date **January 14, 2015**
- Utilize http://moonsy.com/pagerank_checker/ to identify:
 - True page rank 6/10
- Utilize http://moonsy.com/backlinks_checker/ to identify backlinks. Backlinks are an indicator of link popularity and are utilized as part of the search engine algorithm determining search engine results.
 - Number of back links to the site (external links from other websites) 34,318
- Utilize <http://www.dmoz.org/> to identify if the site and its primary entry pages have been submitted to the Open Source Directory (DMOZ.org). Although this is not essential some search engines utilize the list in their algorithm to result in the search results. 272

Searchability – Search Engine Placement:

Search for a general term first (i.e., an emphasis area, then try “parks, recreation, tourism curriculum”) and then specifically, using the exact name of the agency. Search using two different search engines (Identify the 2nd search engine).

How does the agency’s URL rank in?	Google	Bing or Yahoo
Using an state term	_____1st_____	_____1st_____
Using a Generic Term : lottery	_____4th_____	not on first page
Using a Specific term	_____4th_____	Not on first page

Please identify who was ranked first and second for each of the items above.

Keyword Position Checker at <http://moonsy.com/google-keyword-rank-checker/>

enable you to check keyword position in Google ranking, enter your keyword and

domain name then compare with the site listed before and after your site selected for this assignment. Compare the PRT Department using the same keyword and entering the competitor domain.

Keyword: Connecticut travel

My domain: <http://www.ct.gov> keyword Rank: 29

Competitor domain: <http://www.ctvisit.com> Keyword Rank: 1

Navigation Pretest

What type of navigation is provided on this page? (i.e. horizontal across top, bottom or vertical on left, right or combination)

First inspect the navigation items before you actually click on the item.

Number of navigation links: 12 _____

Then click on each link to verify that

they

Link to the correct page

Accuracy: Links connect correctly to its intended target

Comments: This sight has inconsistent linking, some links go to a new page on the ct.gov website but other links redirect to a new website

Identity/Brand Pretest

Based solely on information presented, identify site owner and describe general type of site:

This is a site that was developed as an informative site to give people basic information of Connecticut and what the state offers. This is a government owned website.

Purpose Pretest

Based upon quick inspection, identify the basic points of the site. What basic functions would it likely provide?

This website was developed to give basic information on the state such as living, schools, government, attractions, Etc.

Target Audience Pretest

Insert the Reading Level Results table that is generated when you calculate the readability via the Juicy Studio Readability web site:

Summary	Value
Total sentences	209
Total words	484
Average words per Sentence	2.32
Words with 1 Syllable	257
Words with 2 Syllables	91
Words with 3 Syllables	64
Words with 4 or more Syllables	72
Percentage of word with three or more syllables	28.10 %
Average Syllables per Word	1.90
Gunning Fog Index	12.17
Flesch Reading Ease	43.85
Flesch-Kincaid Grade	7.72

(<http://juicystudio.com/services/readability.php#readintro>)

Interpret the results for the Gunning Fog Index, Flesch Reading Ease, and Flesch-Kincaid grade level. Based on the index scores, this sight is very difficult to understand for anyone with less than a 12th grade education level

Are there any foreign language pages or opportunities to translate a page into a foreign language?

Yes

No

If Yes, which languages are provided? Please note if the language pages are PDF type brochures/publications or are they web pages with interactive links? Please provide the URL for any pages in a foreign language:

Are there links to the following social media providers? If yes, please copy their URL for their page for each item. None

Blog

Facebook

Instagram

Twitter

Other, please specify: