

Website Essential Characteristics

Characteristic	Criteria
Appearance	<ul style="list-style-type: none"> • Layout is clear and easy to follow • Backgrounds and text work very well together • Page formatting is always consistent and set up to enhance user readability • All graphical elements used consistently • All multimedia adds to the main purpose
Navigation	<ul style="list-style-type: none"> • Organizational structure is clear • Navigation menu is always easy to find and use • All pages have a link back to the home page • Each page topic is clearly identified (title bar and page names)
Content	<ul style="list-style-type: none"> • All information is clear and accurate • All information is relevant to intended audience • All information relates to the overall purpose • Site needs little to no editing of content, spelling, and/or grammar • Complies with all copyright guidelines (complete works cited) • External links are appropriate and informative
Organization	<ul style="list-style-type: none"> • Inviting opening page introducing the content/topic in detail • Layout of all pages provides good direction • Clear connection among all contents • All details are logical and effective
Technical Elements	<ul style="list-style-type: none"> • All pages are quick loading • All links work properly • All multimedia resources work properly • All graphics are optimized • No spaces in all file and folder names • All files saved in correct folders • Links between every page (and back)

5 Golden Rules for Creating a Website

- File names must have no spaces
- All files must be saved in your website folder
- All pages must be created before linking
- All pictures must be saved in images
- All pictures you did not create yourself must have a source.