

	Exemplary (5 or 4)	Developing (3 or 2)	Emerging (1 or 0)
Organization	<ul style="list-style-type: none"> Inviting opening page draws the visitor inside Details are logical and effective Layout of pages provides good direction How to explore an idea is clear Clear connection among sections Easy to navigate through the site 	<ul style="list-style-type: none"> Inconsistent structure of pages Some inconsistent sequencing Some pages incomplete Some links disjointed or lack purpose Unclear connections among sections Generally easy to navigate through the site 	<ul style="list-style-type: none"> No orientation for visitors Frequent inconsistent sequencing Pages lack closure Links of questionable value or no links Pages are inconsistent Difficult to navigate in an organized way
Information	<ul style="list-style-type: none"> Information is accurate Information is current (site has been updated within the last two months) Content connections clear Information relevant and valuable to intended audience All information relates to the overall purpose Complies fully with copyright guidelines Provides contact information, name of site and revision date on each page 	<ul style="list-style-type: none"> Information not always clear Information is relatively current (site has been updated within the last six months) Content connections not always clear Information not always relevant or valuable to intended audience Strong purpose not demonstrated Complies with some, but not all copyright guidelines Provides contact information, name of site and revision date on opening page only 	<ul style="list-style-type: none"> Information incomplete or inaccurate Information is not current (site has not been updated within the last year) Little or no overall context for information Value of information is unclear or irrelevant Lacks sense of purpose or central theme Obvious copyright infringements Does not provide contact information or revision date
Presentation	<ul style="list-style-type: none"> Web site is clearly identified and easy to find The layout is clear and easy to follow Backgrounds and text work well together Graphical elements are used consistently Multimedia adds to the main purpose Links are appropriate and informative 	<ul style="list-style-type: none"> Web site easy to find Layout of most pages is easy to follow Backgrounds and text do not work well together Inconsistent or inappropriate graphics Multimedia sometimes doesn't add to site Links are adequate 	<ul style="list-style-type: none"> Web site hard to find Layout is confusing or inappropriate Backgrounds and text are ineffective Graphics only decorative or confusing Multimedia unrelated to the topic Too many unrelated links, or too few links
Technical Aspects	<ul style="list-style-type: none"> Links work properly Graphics are optimized Works in all major browsers Works in text only mode Multimedia resources work properly 	<ul style="list-style-type: none"> Not all links work properly Graphics are generally optimized Pages don't work in both major browsers Text-only mode could be improved Multimedia resources work most of the time 	<ul style="list-style-type: none"> Links don't work properly Graphic elements not optimized Specific browser needed Text-only mode does not work Multimedia resources fail to work, or plug-in not provided
Mechanics	<ul style="list-style-type: none"> Organizational structure is clear and coherent Grammar and usage are correct Punctuation is correct Spelling is correct Site needs little or no editing 	<ul style="list-style-type: none"> Organizational structure is somewhat coherent Minor problems with grammar or usage Internal punctuation sometimes missing or wrong Spelling is usually correct Site needs some editing 	<ul style="list-style-type: none"> Organizational structure is not clear or coherent Noticeable errors in grammar or usage Many punctuation mistakes Frequent spelling errors Site needs extensive editing