

Website Marketing Competition Rating Sheet
2009 Cyber Fair

Evaluation Item	Does not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Website Page layout and Design				
Gives a good overall description of the company/product/service	1-3	4-7	8-10	
Fonts and Graphic designs are in line with the overall business description and enhance aesthetic appeal	1-3	4-7	8-10	
Graphic Design shows creativity, originality and supports topic	1-3	4-7	8-10	
Site Navigation				
Tool bars flow well - are well organized, logical and effective	1-3	4-7	8-10	
Links are all working	1-7	8-14	15-20	
Customers can navigate the site and make purchasing decisions easily	1-7	8-14	15-20	
Site navigation/links/ flow is consistent throughout	1-3	4-7	8-10	
Technical				
Grammar, spelling wording is correct	1-3	4-7	8-10	
Site is compatible with Multiple Browsers	1-3	4-7	8-10	
Content				
Overall Effectiveness of Site	1-8	9-15	16-25	
				/135 Max
Total Points				

Name of entry: _____ Judge's Signature _____

Date: