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Your Website Evaluation

Using the checklist, we can evaluate your website for your group's assigned website.

Website Evaluation Checklist	
Category	Questions to ask of the website
Overall Design	<ul style="list-style-type: none"><input type="checkbox"/> Is the website visually appealing?<input type="checkbox"/> Is it modern and up-to-date?<input type="checkbox"/> Does it look professional and trustworthy?<input type="checkbox"/> Does it match the business branding?<input type="checkbox"/> Are images properly formatted?
User Experience	<ul style="list-style-type: none"><input type="checkbox"/> Is the website easy to navigate?<input type="checkbox"/> Can users easily find what they're looking for?<input type="checkbox"/> Is the site mobile-responsive and compatible with various devices and screens?<input type="checkbox"/> Do they have interactive maps on their site?
Loading Speed	<ul style="list-style-type: none"><input type="checkbox"/> Does the website load quickly, close to 3 seconds?
Content Quality	<ul style="list-style-type: none"><input type="checkbox"/> Does the website have clear and effective calls-to-action?<input type="checkbox"/> Are they strategically placed and easy to find?<input type="checkbox"/> Is it up-to-date and relevant to the business's current services?
Calls-to-Action	<ul style="list-style-type: none"><input type="checkbox"/> Does the website have clear and effective calls-to-action?<input type="checkbox"/> Are they strategically placed and easy to find?
Contact Information	<ul style="list-style-type: none"><input type="checkbox"/> Is the website's contact information easily accessible?<input type="checkbox"/> Are there multiple ways to contact the business?
Security	<ul style="list-style-type: none"><input type="checkbox"/> Does the website have clear and effective calls-to-action?<input type="checkbox"/> Are they strategically placed and easy to find?<input type="checkbox"/> Is it up-to-date and relevant to the business's current services?
Integrations	<ul style="list-style-type: none"><input type="checkbox"/> Does the website have clear and effective calls-to-action?<input type="checkbox"/> Are they strategically placed and easy to find?
Analytics and Tracking	<ul style="list-style-type: none"><input type="checkbox"/> Is the website set up with analytics and tracking tools, such as Google Analytics and Google Search Console?