Rubric to Evaluate Website

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| Criteria | 3 Exemplary | 2 Satisfactory | 1 Needs Improvement |
| Purpose and Theme | The website has a well stated clear purpose and theme. Every page on the website clearly relates to the purpose. | The purpose and theme of the website are somewhat vague. A few pages do not relate well to the theme. | The website lacks a clear purpose and theme. Pages are unrelated to the theme |
| Organization | The information is well organized into 5 or more relevant pages which are listed on the website with working links to all pages | The information is organized into pages; a few pages may be missing from the website or the page links do not work | The website is unorganized. The website does not list pages or the page links do not work |
| Navigation | Links are clearly labeled and placed, allow reader to easily move from page to related pages and take the reader where s/he expects to go | Links are labeled and allow reader to move from page to related pages. Usually the reader gets where s/he expects to go | Some needed links seem to be missing or some links do not take the reader to the sites described |
| Content | The website content thoroughly addresses the topic, and the content is accurate and balanced | The website content adequately addresses the topic. There are a few inaccuracies or one-sided information | The website has very little information and/or the information is inaccurate and one-sided |
| Multimedia | The website includes high quality graphics, sound, and video that relate to the theme and enhance reader interest or understanding | The graphics, sound, or video are of average quality and relate to the theme but do not enhance reader interest or understanding | No multimedia are used or they are of poor quality, do not relate to the theme and distract the reader. |
| Layout | Exceptionally attractive and usable layout. White space, graphic elements, and/or alignment are used effectively to organize material | Web pages have a usable layout but many appear busy or boring | Web pages are cluttered looking or confusing. It is often difficult to locate important elements |
| Links | All links connect correctly to age-appropriate, high quality sites related to the theme audience | Most of the links connect to age-appropriate, high quality sites related to the theme | The website has no links or the links are age-inappropriate or unrelated to the theme |
| Conventions | The website has no misspellings or grammatical errors | The website has a few misspellings or grammatical errors that do not interfere with the reader’s comprehension. | The website has many spelling and grammatical errors that interfere with the reader’s comprehension |
| Collaboration | The website is designed to promote communication and collaboration between the teacher and students/families | The intent of the website is to promote communication and collaboration but it is unclear how this will happen | The website is not designed to promote collaboration and communication |