

Rubric to Evaluate Website

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