

Website Analysis Guide

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Title/Name of Website:

Web Address:

General Questions:

What is your purpose for visiting the website?

Is your viewing/using for personal/pleasure use or public/work use?

What are your first impressions? What catches the eye first? Why stop on this page?

Basic Elements of Design:

1. Consider the entire page: What colors are used? What impressions do you get from the dominant colors?
2. Is the site image-dominant or text-dominant?
3. Are text and images bordered or framed? If so, how?
4. What is largest on the page? What is smallest?
5. Is the page centered? Are there points of view that lead you up/down; right/left; toward certain places on the page regardless of your intent and destination?
6. Are there any recurring patterns/motifs used?

Site Salience:

1. Consider the path(s) your eyes follow as the site loads: What catches your eye first? What loads first?
2. Are there any anomalous elements? Do certain elements seem out of place?

Image Content:

1. What images are present on the page? Are they still images or video? Are they static or dynamic?
2. Where are they on the page? Are the images the dominant element?
3. What is being shown?
4. How is the image bordered?
5. What is the purpose of the images?

Text Content:

1. What kinds of text are used?
2. Is the page text-dominant?
3. Describe the fonts used: are they heavy, light, bold in color scheme, serif or sans serif?
4. How many fonts are used? Can you count them?
5. What is the purpose of the text (informational, narrative, navigational)?

Site Functionality/Navigation:

1. As you begin to use the site and look for navigation buttons, are they easy to find?
2. Once you click on a navigation button, does it take you to where you wanted to go?
3. Does the navigation make "sense"?
4. Are the navigation paths easy to follow? Can you get back to where you started (homepage) with ease, or do you get lost?

Audience & Authorship:

1. Who made the website? Is it easy to find this information? (authorship)
2. Who is the target audience? (purpose)
3. Who might benefit from this website? (impact)
4. Are there audiences who should be cautioned before visiting? (impact)