

WSU Extension Web Site Analysis Assessment Tool

Information to consider in Web site development and maintenance

Guidelines

Web consumers:

- Do not read web pages – they skim (scan) them
- Do not evaluate and/or judge carefully – they make snap decisions
- Do not look at the complete picture
- Have goals and reasons for visiting the Web site, which may differ from our goals for creating the site
- Think and act like an Average, First-Time User
- Absorb the impression that is conveyed about the university or program

Web designers must remember:

- The most important feature to appreciate about browsing behavior is *scanning*.
- **Web sites designed to be looked at and read are likely to fail**
- Web sites designed to be scanned are more likely to succeed

Purpose

Everything on your Web site must have a purpose.

- What is the purpose of each page of the site?

- Is the purpose of each page obvious to the intended audience?

Audience

- Who is the target audience for the county Web site and for each page?

Feature

- Every single feature on a page must either:
 - Help the intended audience achieve their goals, *or*
 - Support the site's goals without obstructing the intended audience's goals.
- Do the features help the audience achieve their goal?
- Do the features support the Web site's goals while assisting the audience with their goal?

Content

Policies

- Does the Web site follow WSU Ext policies for site development and reuse of other sites?
 - <http://ext.wsu.edu/admin/PDF/websites.pdf>
 - <http://ext.wsu.edu/admin/ReUse.html>
- Are images and text consistent with WSU Extension standards?
- Are logos WSU Extension-compliant?
 - <http://ext.wsu.edu/identity/web/>

Content

- Is content concise?
- Does the content of the webpage equate to information delivery or educational program or support of educational program?
- Is content located in succession with minimal clicks?
- Is the topic or item the audience is looking for obvious on the page?
- Are proper citations listed with all content?
- Is content peer reviewed? (if appropriate)

Photos

- Are there photos on site?
- Are these photos relevant to the purpose?
- Do the photos positively portray WSU Extension?
- Are photos copyright-free or attributed with permission?
- Is the Copyright visible?
- Is a photo release on file for all youth subjects on Web site?
 - Example: http://4h.wsu.edu/forms/photo_release.pdf

Linking to other sites

- To what other Web sites does your county site link?

- Is there a tie to a specific WSU Extension program for the individual link?
- Is there an emphasis on linking to unbiased, research-based information?

Staying current

- How often does your news and publications page get updated, and by whom?

- Who collects the information? (Consistency is a key to this feature.)
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- Are all links verified at least once a month?
 - How often are biographies updated, and by whom?
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Maintaining Web sites

The goal of the CMS site is to have as many users as possible feel confident to add, edit and upload text, pictures, and hyperlinks.

- Whose responsibility is it to update the webpage(s)?

- If more than one person updates the webpage(s), how are these administrative tasks divided? Many individuals can do this.

- Whose responsibility is it to answer e-mails generated by the webpage(s)?

- Is there an alternate person on the day(s) the designated person is unavailable? Who?

- How often is the county calendar of events updated?

- Who performs this task?

- What is the process for submitting information? (Editing can be done easily directly to calendar list on the CMS site or from a link on in-county Intranet site.)

- Do your County Extension Web pages have forms?
 - Is each form currently active and accurate?
 - Who collects that information?

Design

Keywords

- Page Titles are very important to search engines. The CMS system automatically adds the page title to browser bar, based on information when the page is created.
- Do Page Titles reflect what is contained on the page?
- Is your site filled with keywords that are found when search engines crawl your site?

Description

- Are descriptions of the page accurate?

Meta tags (Automated methods for search engine optimization)

- Are Meta elements used for search engine optimization?

Required

- About Us information present?

Navigation

- Are you able to easily return to homepage from all other pages?
- Is the navigation easy to use?

Accessibility & Usability

- Are Alt tags used? (An HTML tag that provides alternative text when non-textual elements—typically images—cannot be displayed)
- Is there a limit on audio-dependent information for the hearing impaired?
- Do you have blinking or a limited use of moving text?
- Readability of text has been checked; readability scores are appropriate?
- The site has a text-only default?
- Video-dependent information?
(Be prepared for ADA requirements for accommodating the visually impaired)
- Additional usability resources
 - <http://www.usability.gov/>
 - www.w3.org
 - www.useit.com

WSU Extension Web Site Copyright Assessment Tool

Determining Fair Use

Please refer to WSU University Publishing's Internet and Copyright page for specific information regarding Fair Use and the TEACH act. <http://publishing.wsu.edu/copyright/internet.html>

Purpose

Favoring Fair Use

- Teaching (including multiple copies for program use)
- Scholarship
- Research
- Nonprofit educational institution
- Criticism
- Comment
- News reporting
- Transformative or productive use
- (Changes the work for new utility)
- Restrict access (to specific clients or other appropriate group)
- Parody

Opposing Fair Use

- Commercial activity
- Profiting from the use
- Entertainment
- Bad-faith behavior
- Denying credit to original author(s)

Nature

Favoring Fair Use

- Published work with citations
- Factual or nonfiction based
- Important to favored education objectives

Opposing Fair Use

- Unpublished work
- Highly creative work (art, music, novels, films, plays)
- Fiction

Amount

Favoring Fair Use

- Small quantity
- Portion used is not central or significant to entire work
- Amount is appropriate to meet educational objectives of program

Opposing Fair Use

- Large portion or whole work use
- Portion used is central to work or "heart of the work"

Circumstances

Favoring Fair Use

- User owns lawfully acquired or purchased copy of original work
- One or few copies made
- No significant effect on the market or potential market for copyrighted work
- No similar product marketed by the copyright holder
- Lack of licensing mechanism

Opposing Fair Use

- Could replace sales of the copyrighted work
- Significantly impairs market or potential market for the copyrighted work or derivative
- Reasonably available licensing mechanism for use of the copyrighted work is in place
- Affordable permission available for using work
- Numerous copies made
- You made it accessible on Web or in other public forum (not restricted to enrolled participants)
- Repeated or long term use

Additional Notes:

(Checklist based on an original document developed by the Copyright Management Center at Indiana University-Purdue University Indianapolis and available at <http://www-lib.iupui.edu/copyright>)