

## **\* Third assignment**

### **\* The Web Site Evaluations**

•**Evaluate a sport organization's web site, or a web site of an organization involved in the sports industry.**

•You have two options for selecting your web site to evaluate:

a. evaluate the web site of the organization you selected to use for the PR plan (if this organization has one), or

b. select a web site of your choice.

•It would be good to evaluate a web site that you have never visited or that you do not frequent daily. This will give you an opportunity to investigate and be exposed to a new sport organization or business.

•typed evaluation on the site

•a copy of the home page from the site evaluated

•**Content of typed evaluation for the site should include:**

•The name of the organization and the URL address at the top of the page.

•A description of the purpose of the web site (about a paragraph) and an identification of the topic sections within the site.

•Describe the organization that developed and maintains the site, and whether the site has a copyright.

•A discussion about the layout, creativity, quality of content, graphics/background/use of colors, and the ease of use/manageability of information of the site.

•A discussion about the use of this web site as a tool to create visibility for the organization and its services, and its overall effectiveness in this area and its role in public relations for the organization.

•Refer to the evaluation forms with these criteria provided in class.

•A discussion on the strengths and weaknesses of the site; what makes it so effective and/or unique? provide examples to clarify comments made about the site:

i.e. the layout was unique because there were a variety of original graphics which represented the classy image of the organization.

i.e. the graphical images were consistent and represented the image (professional, quality, etc.) the organization wants to portray very well.

•Any comments about revisions that would improve the quality of the site.

•**Your evaluation should be presented in a narrative (complete sentences) and discussion format.**

Do not just complete the evaluation forms and include as your evaluation. Use the criteria from these evaluation forms for areas to consider when you evaluate.

•Be thorough in your evaluation. This will require a complete investigation of all sections and links within the site. A thorough evaluation will probably require a minimum of three pages on the site. One paragraph is not acceptable.