SITE EVALUATION WORKSHEET

PRELIMINARY INFORMATION

Site name: “Texas: Its like a whole other country”
URL: http://www.traveltex.com/
Purpose of evaluation: Website evaluation & readability
Evaluated by: Linda S. Ralston, Ph.D.
Date: September 25, 2012
Time: 9:20 am
First Impression:— [1 (poor) – 5 (excellent)] 4
General Comments: It seems to have plenty of information for the curious traveler planning a trip, but it might seem to be a bit cluttered with lots of different locations for linking to the information.

Searchability

Search for the web address first in general and then specifically, using the exact name of the agency. Search using two different search engines (Identify the 2nd search engine).

How does the agency’s URL rank

Google (2) Bing

Using a General term 1 -texas travel 1 -texas travel

Using a Specific term 1-official texas tourism 5- texas tourism office

Office
Yes their descriptive statement is present

Navigation Pretest

*What type of navigation is provided on this page? (i.e. horizontal across top, bottom or vertical on left, right or combination)*

The primary navigation is horizontal across top but there are secondary panels for lodging, cars, and flights. There are 4 drop down menus from the horizontal navigation bar.

*First inspect the navigation items before you actually click on the item.*

Number of navigation links: 4 primary links that drop down . . . places to go (3 subsequent links), things to do (2), plan your trip (8 links), & multimedia (3 subsequent links)

*Then click on each link to verify that they link to the correct page*

Accuracy: _100_

Comments: The links are clear and load quickly.

Identity/Brand Pretest

*Based solely on information presented, identify site owner and describe general type of site:*

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
Purpose Pretest

Based upon quick inspection, identify the basic points of the site. What basic functions would it likely provide?

_______________________________________________________________________
_______________________________________________________________________
_______________________________________________________________________

Target Audience Pretest

Insert the Reading Level Results table that is generated when you calculate the readability via the juicy Studio Readability web site: (http://juicystudio.com/services/readability.php#readintro)

Interpret the results for the Gunning Fog Index, Flesch Reading Ease, and Flesch-Kincaid grade level.

Readability Results

The following table contains the readability results for http://www.traveltex.com/.

Reading Level Results

<table>
<thead>
<tr>
<th>Summary</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total sentences</td>
<td>143</td>
</tr>
<tr>
<td>Total words</td>
<td>398</td>
</tr>
<tr>
<td>Average words per Sentence</td>
<td>2.78</td>
</tr>
<tr>
<td>Words with 1 Syllable</td>
<td>217</td>
</tr>
<tr>
<td>Words with 2 Syllables</td>
<td>113</td>
</tr>
<tr>
<td>Words with 3 Syllables</td>
<td>44</td>
</tr>
</tbody>
</table>
Reading Level Results

<table>
<thead>
<tr>
<th>Summary</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Words with 4 or more Syllables</td>
<td>24</td>
</tr>
<tr>
<td>Percentage of word with three or more syllables</td>
<td>17.09%</td>
</tr>
<tr>
<td>Average Syllables per Word</td>
<td>1.69</td>
</tr>
<tr>
<td>Gunning Fog Index</td>
<td>7.95</td>
</tr>
<tr>
<td>Flesch Reading Ease</td>
<td>61.38</td>
</tr>
<tr>
<td>Flesch-Kincaid Grade</td>
<td>5.39</td>
</tr>
</tbody>
</table>

Are there any foreign language pages or opportunities to translate a page into a foreign language?

  7 Yes
  __ No

If Yes, which languages are provided? Please note if the language pages are PDF type brochures/publications or are they web pages with interactive links?

  7 interactive pages in the following languages: French, Spanish, German, Chinese, Japanese, Korean, & Portuguese.

Are there links to the following social media providers?

  No__Blog
Yes - Facebook – most recent post was 23 hours ago

Yes __Twitter – current with the most recent post 51 minutes ago

Yes, Pinterest _Other, please specify:

GENERAL SITE CHARACTERISTICS

Site Structure

Is a site diagram/map provided?

Yes - http://www.traveltex.com/site-map

Are there any broken links in the site?

___ Yes
___ No

There are issues with the URLs listed below. The table summarizes the issues and suggested actions by HTTP response status code.

<table>
<thead>
<tr>
<th>Code</th>
<th>Occurrences</th>
<th>What to do</th>
</tr>
</thead>
<tbody>
<tr>
<td>(N/A)</td>
<td>5</td>
<td>The link was not checked due to robots exclusion rules. Check the link manually, and see also the link checker documentation on robots exclusion.</td>
</tr>
<tr>
<td>(N/A)</td>
<td>1</td>
<td>Accessing links with this URI scheme has been disabled in link checker.</td>
</tr>
<tr>
<td>200</td>
<td>1</td>
<td>Some of the links to this resource point to broken URI fragments (such as index.html#fragment).</td>
</tr>
<tr>
<td>403</td>
<td>2</td>
<td>The link is forbidden! This needs fixing. Usual suspects: a missing index.html or Overview.html, or a missing ACL.</td>
</tr>
</tbody>
</table>

If yes, are they broken links to external sites or internal pages?

___ Yes . . . external sites
___ Yes . . . internal pages
___ Yes, Both

What is the maximum page depth in the site (clicks from the home page)?

_______________________________________________________________________

Are there clear entry (gateway, landing page) and exit pages to the site?

___ Yes
___ No

If yes, describe: __________________________________________

Does the site use pop-ups?

___ Yes
___ No

If yes, in what situations?

_______________________________________________________________________

Visuals and Layout

Describe the visuals used in the site:

_______________________________________________________________________

Do you like the visuals?

___ Yes
___ No

Why or why not?

_______________________________________________________________________

Are the visuals purely decorative or do they add to the site’s function or information?
__ Only decoration  
__ Improve function or added information  

*Describe text size*  
__ Too small  
__ Just right  
__ Too large:

*With respect to screen size, does the primary navigation fit on screen:*  
__ Fits  
__ Requires Scrolling to the right  
__ Requires Scrolling down

*What kind of images are used in the site?*  
__ GIF  
__ primarily JPEG  
__ PNG  
__ Other flash animation

______________________________________________________________

*Are the images generally used correctly (e.g., GIF for illustrations, JPEG for photos)?*  
__ Yes  
__ No

*Are there image execution problems (e.g., color matching, pixels appearing in background tiles, etc.)*?  
__ Yes  
__ No  
Describe: ________________________________

*General Content Statistics*
Is there enough detail to answer simple user questions?
  ___ Yes
  ___ No

Is there enough content detail to answer complex user questions?
  ___ Yes
  ___ No

Does content appear accurate and truthful?
  ___ Yes
  ___ No

If no, describe what suggests this belief:
_______________________________________________________________________

Are there obvious misspellings in the site?
  ___ Yes
  ___ No

Are there egregious spelling errors such as misspellings in buttons or headlines?
  ___ Yes
  ___ No

_______________________________________________________________________

Is content updated on the site?
  ___ Yes
  ___ No

If a link results in a download (e.g., PDF), is the size of the download clearly indicated?
  ___ Yes
  ___ No

Identity Post-test:

View the Source page to determine the following information:

<title>TravelTex.com</title>
What keywords or MetaTags were used in the Head Section of the web page to be utilized on a search engine?

```html
<meta name="description" content="TravelTex.com provides information on events, attractions, cities, regions, maps, videos and tools to help you plan your trip to Texas." />

<meta name="keywords" content="texas, travel texas, traveltex.com, texas travel guide, trip planner, texas cities, lodging, things to do, texas events, texas attractions, Texas on Tour, Texas maps, Texas driving tours, road trip" />
```

THE FINAL SCORE

Final Score—[ (Dislike) 1–5 (Like a lot) ]

_______________________________________________________________________

_______________________________________________________________________

Key reasons for final score:

_______________________________________________________________________

_______________________________________________________________________