

Website & Competition Evaluation Form

Date:

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	Your Website	Competitive Site
URL		
Site Classification		
Setup and Content Comparison		
Screen resolution optimization (e.g. 1024x768)		
Browser compatibility		
Printability of pages		
Navigation style (e.g pull-down menus)		
Page download file size range		
Ads		
Anchor text links		
Contact email address(es)		
Contact telephone number(s)		
Global Navigation Items		
Home		
Company information		
Investor information		
Press Room/News		
Events		
Solutions		
Products		
Services		
Support		
Partners		
Careers		
Contact us		
Site Registration		
Login		
Privacy policy		
Site Map		
Search		

	Your Site	Competitive Site
Features Comparison		
Ads (e.g. banners, etc.)		
AJAX		
Blogs		
Chat		
Discussion board(s)		
Document downloads		
Dynamic content		
E-commerce		
Evaluation downloads		
Feedback ability		
Free trials		
Job postings		
Multimedia (e.g. Podcasts, Flash, Video, Audio)		
Newsletter signup		
Personalization		
Registration & login		
RSS		
Search function		
Technical support		
Web-based seminars		
XML Feeds		

Comments and Instructions:

1. Requests: If you would like assistance with your evaluation process or to request an editable version of this document, please contact POP Interactive at 415.439.5900 or info@popinteractive.com.

2. Using This Form: The features listed above are only examples of items you might find on a website. It is not intended to be a comprehensive list. You should edit it as appropriate for your website. Once you have edited the form, you can use it to record the content element and feature that are on your website as well as those you might like to add. In addition, you might want to also rate the overall effectiveness (e.g. 1=Highly effective and 5=Not effective) of the elements currently on your site.

3. Competitive Sites: In addition to using the form to evaluate your own website, you can also use it to evaluate competitive sites and other sites in your space. For example, you might want to compare features and identify best practices on other websites your target audience is likely to visit. In addition, your visitors might have certain expectations about the content and features they should be able to find on your site, based on their experience on your competitors' websites. Understanding your audience's expectations can help you make your site more informative, engaging and, most importantly, effective.

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