

.....

**ONLINE EXHIBIT**

**Website Evaluation Items and Their Contribution to Scales**

<b>Measures</b>	<b>Definition</b>	<b>Summarized scales and weights (%)</b>			
		<b>Accessibility</b>	<b>Content</b>	<b>Marketing</b>	<b>Technology</b>
Alternative text	Assesses whether alternative text accompanies images	10.3	2.1	4.1	3.4
Amount of content	Measures the number of pages with a reasonable amount of text	5.1	16.6	8.2	
Analytics	Determines whether website implements software packages to track new and recurring visitors, which web pages readers visit and for how long, etc.			4.1	3.4
Broken links	Assesses whether the site contains links to web addresses that do not exist or return an error	5.1	4.1	2.1	6.8
Contact details	Determines if contact details (physical address, e-mail address, phone number, fax number, etc.) are shown on website		6.6		
Content keywords	Measures if metadata keywords are used properly and are consistent with words frequently used in the site content			8.2	
Flash	Determines how effectively Flash is used throughout the website, compatibility with mobile devices, implementation of accessibility, and usability without Flash support	10.3			6.8
Freshness	Measures whether content is kept up-to-date and if users are frequently exposed to new content (e.g., "latest news" is recent and easily accessed from the home page)		20.7	8.2	
Headings	Assesses whether headings are used effectively throughout the site to improve search engine placement, accessibility, and usability	5.1	2.1	4.1	6.8
Images	Determines if images are used correctly (e.g., sized appropriately and in a web-friendly format)	5.1			6.8

.....

**ONLINE EXHIBIT**

**Website Evaluation Items and Their Contribution to Scales**

Measures	Definition	Summarized scales and weights (%)			
		Accessibility	Content	Marketing	Technology
Incoming links	Measures the number of links from major search engines, including Yahoo! and Google			8.2	
Link states	Assesses the use of cascading style sheets (CSS)— the industry standard for page design, font sizing, and style	10.3			6.8
Links	Determines whether link text to URLs is appropriate and meaningful (i.e., avoids “click here” and other vague text descriptions)	5.1	4.1	4.1	3.4
Popularity	Calculates the relative Alexa ranking of popularity compared to other websites and whether the ranking is rising or falling; Alexa combines the viewing history of many web browsers using particularly browser toolbars			8.2	
Printability	Determines whether a web page is designed to be printed and whether specific CSS stylesheets are designed for printing				6.8
Readability	Assesses the comprehensibility and quality of site content using the Flesch-Kincaid Reading Ease and Gunning Fog Index scales	5.1	12.5		
Redirection	Assesses the ability to move backward and forward across pages using browser buttons	3.9		4.1	5.0
Search engine results	Determines how text from a web page appears in Google search results	2.7	8.3	6.2	3.4
Search placement	Assesses search engine placement on select search websites using a set of specified terms			8.2	
Site structure	Determines how “deep” a page is in the website hierarchy (i.e., how many clicks it is from the home page)	2.7	2.1		3.4

.....

**ONLINE EXHIBIT**

**Website Evaluation Items and Their Contribution to Scales**

<b>Measures</b>	<b>Definition</b>	<b>Summarized scales and weights (%)</b>			
		<b>Accessibility</b>	<b>Content</b>	<b>Marketing</b>	<b>Technology</b>
Speed	Assesses the use of files in the website—specifically, how large the files are, how long they take to download, and whether any are missing	4.1		2.1	13.6
Spelling	Determines whether the words on a page are spelled correctly		8.3		
Spiderability	Assesses the degree to which a website can automatically be explored by search engines and other automated programs	10.3		4.1	6.8
Stylesheets	Determines whether and how effectively CSS is used throughout the site, such as avoiding embedded stylesheets and tables for website positioning	5.1		1.1	5.0
Twitter	Determines whether the website has a Twitter account and how often the account is referred to			6.2	
URL chopping	Determines whether page URLs still function if part of the URL is manually removed			1.1	1.6
URL format	Assesses the use of natural language to improve the readability of the address for each page	4.6		6.2	3.4
Visual interest	Measures the ratio of graphic elements (based on complexity, repetition, and animation) to text		12.5		
W3C compliance	Assesses whether the website implements best practices and meets specifications for site development according to the W3C, a consortium and standards body of web technologies	5.1		1.1	6.8