The Five W's of Web Site Evaluation

WHO

Who wrote the pages and are they an expert?
Is a biography of the author included?
How can you find out more about the author?

WHAT

What does the author say is the purpose of the site?
What else might the author have in mind for the site?
What makes the site easy to use?

WHEN

When was the site created?
When was the site last updated?

WHERE

Where does the information come from?
Where can I look to find out more about the producer/ sponsor?

WHY

Why is this information useful for my purpose?
Why should I use this information?
Why is this page better than another?

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