

Commercial Websites

<http://www.georgisabounjian.com.lb/>
<http://www.tilley.com/home.asp>

<http://www.tiaveevee.com/>
<http://www.kompass.com.lb/>

The purpose of all of these pages is to: _____.
All of these sites contain the letters: _____ which stands for: _____.
Of these four business websites, which do you like most? _____.
Use this site to answer the following questions.

1. Authority of the site

- 1.1 What company is responsible for this page? _____.
- 1.2 What kind of products does the company sell? _____.
- 1.3 Can you verify that this company really exists somewhere? _____.
- 1.4 Is this site indexed under a Yahoo category? _____.

2. Accuracy of their information

- 2.1 Is the site free of grammatical errors? _____.
- 2.2 Is the site free of spelling mistakes or typos? _____.
- 2.3 If information is used from another source, is the source cited? _____.

3. Objectivity

- 3.1 Does the site present its products or services in a business-like way? _____.
- 3.2 Are the products and services clearly presented in pictures and descriptions? _____.

4. Up-to-date Information

- 4.1 When was the page written? _____.
- 4.2 When was the page first placed on the Internet? _____.
- 4.3 Can you find other clues that the material is kept up-to-date? _____.

5. Content

- 5.1 Is the page completed or still under construction? _____.
- 5.2 Are all of the products or services described in enough detail? _____.
- 5.3 Are all sections of the site covered with the same amount of detail? _____.
- 5.4 Is there interactive content? (An email, an order form?) _____.
- 5.5 Is there any offensive content (racial, religious or gender bias)? _____.
- 5.6 If the site is really big, is it searchable? _____.

6. Design

- 6.1 Do all pages follow a consistent design? _____.
- 6.2 Does the company's logo appear on the first page? _____.
- 6.3 Is the layout clear and simple (that is, professional-looking)? _____.
- 6.4 Is it easy to move around (index on left, site plan)? _____.
- 6.5 Are there distracting applets, music or graphics? _____.
- 6.6 Is their encryption for confidential information (credit card #)? _____.
- 6.7 Is the website interesting to look at? _____.
- 6.8 Is the homepage presented in a single screen, or do you have to scroll? _____.

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