

FAAS Website Judging Criteria

1-Functionality	
All links working	Are there broken links? No more than 1 for an excellent rating
Load time	Do the home page and other pages load in a reasonable amount of time?
Ease of navigation	Is it easy to navigate the site? You shouldn't have to work hard to figure out the site.
Consistency of navigation	Is the navigation consistent from page to page?
Easy to read	Is the text easy to read?

2-Design	
Visual appeal	Is the site nice to look at?
Professional Appearance	Does the site look professional?
Use of space	Is there adequate space between elements? (take off points if things are densely packed)
Consistency of design	Is the design consistent from page to page?
Typography	Are fonts in proper sizes and styles used to enhance clarity?

3-Club Content	
Next Meeting Info	Can you find info on the next club meeting? Who is the speaker? Where/when is it?
Club Calendar	Is there a calendar of events page? Does it list future meetings and events?
Event Info	Do special events have their own page(s)? Is it clear what the events are and when they take place?
Club Programs Info	Is there information about club programs such as BAP, bowl shows, awards, etc.
Club Mission/Goals	Does site clearly state the club's goals and mission statement? Is it clear who the club is trying to attract to join?

4-Hobby Content	
Quality of off-site links	Is there a good links section on the site? Are the links categorized and useful?
Fish and Hobby Info	What kind of fish and hobby info is on the site? Look for fish profiles, articles, publications of the club, etc.
FAQs, Tips and Technique	Is there a Frequently Asked Questions section? Are their tips and techniques listed?
Hobby Tools	Any hobby tools included? Examples include a Classified section, fish identification, disease identification, etc.
Would you want to come	Is this a sticky site? Is there information that makes you want to return?

5-Originality	
Originality of design	Is the design unique? Or, does it look like a bunch of other sites you've seen.
Originality of photos	Does the site include original photos? Did the site "borrow" photos from other web sites without attribution?
Originality of content	Does the site include hobby information that you can't easily find elsewhere?
Innovative Approach	Does the site take a new or interesting approach in organization or layout?
Does the site stand out from other club sites?	How does the site compare to other club sites? Does it stand out or blend in?

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6-Professionalism and Effectiveness	
Proper Grammar	Proper language and sentence construction
Proper Spelling	Limited number of misspellings. Are their problems on every page? Did you only find one or two?
No outdated pages	Does the club list events that took place two months ago? Is information up to date?
How well does the website serve the club?	Does the site serve to attract new members? Does the site have information that serves the membership?
How well does the website serve the hobby?	Does the site make a positive impression to attract people to the hobby? Does the site offer information that helps new hobbyists? Does the site offer a sense of community in the hobby?