

**Is there a simple short publicly-available web site assessment scale?**

(Re: Cudmore's request, Jan 29, 2002)

ELMAR Contribution by J. Scott Armstrong  
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A Google search of the term "web site assessment" led to over 1,000 hits on February 24, 2002. (Add the word "scale" to the search and you get nothing.) Many of these sites include short lists (e.g., the top ten principles for design). While short lists have some benefit, web design is a complex task, so short lists are not sufficient. I made a summary of all the principles I could find about web design by drawing upon these available websites and the literature (primarily the five books described under "Developing Ad Campaigns" at <http://advertisingprinciples.com> ). So far, I have 347 principles for improving the usability of a site, not to mention improving its persuasiveness. As one can imagine, many of these principles are based only on expert opinion, although the Mayhew book provides empirical evidence. Some principles, like those proposed by Jakob Nielsen, seem obvious, but when you look at websites you see that they are commonly violated. I have tried to apply these principles to my favorite website (<http://forecastingprinciples.com>) and it seems to help; visits have nearly doubled each year and are now past 100,000.

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Date: Tue, 29 Jan 2002 14:07:18 -0500  
From: "Andrew Cudmore" <[acudmore@fit.edu](mailto:acudmore@fit.edu)>

Is there a simple, short web site assessment scale that is publicly available? I am specifically looking to have youth students) assess healthcare web sites in terms of their readability, ease of use etc.

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