**Website Critique**

**Purpose:** The purpose of this exercise is to get students thinking critically about public relations communications on the web and to strategize improvements to the website that may stimulate ideas for their own campaign project.

**Procedure:** Students will select a business to critique. They will explore the organization’s website, clicking on every link. They will identify the following items on the website and list them at the top of the critique:

1. The name, phone number and email address of the company’s president/CEO plus one other employee.
2. The mission statement of the organization.
3. List any events the company has going on this month (do one week if there are more than 10 in a month).
4. What tabs might the public be interested in clicking?
5. What tabs might members of the media be interested in clicking?

Students will then write a brief critique of the site. The critique should answer the following questions:

1. Describe the user-friendliness of the site.
2. What tabs were the most helpful? Why?
3. In what ways did the site promote the company’s products/mission?
4. How could you make the site more effective at promoting the company’s product/mission (list three ways)?
5. What multimedia features does the site include? (scrolling pictures, videos, interactive graphics, etc.)
6. Describe the use (or lack of use) of multimedia features and offer three suggestions for improving the site.
7. What do you still need to know in order to make the changes you are suggesting for overall improvement/multimedia improvements?
8. Your overall impression of the site?

**Point value:** 100 homework points

**Length:** The critique should be about two pages long, double-spaced. You should use Times New Roman 12-point type.

**Evaluation:** The professor will grade the critique and provide written feedback. The professor will also follow-up with the student in-person if additional clarification of anything is needed.