

**United States Power Squadrons, 2009 Website Awards Tally Sheet**  
 Revised 5-3-09

**Final Score 45**

**No Award**

Squadron/District **Mid-Coast Sail and Power Squadron**

Evaluation. Date **10/10/2009**

District Affiliation **19**

**Required Items**

In compliance?  
(Y/N)

- |   |   |          |
|---|---|----------|
| 1 | Link to USPS.org on Home (opening) page   | <b>Y</b> |
| 2 | Subtitle below squadron name<br>"A unit of United States Power Squadrons ®"<br>Sail and Power Boating | <b>Y</b> |
| 3 | (squadron) Link to District Website   | <b>Y</b> |
| 4 | (district) Links to squadron websites   | <b></b>  |
| 5 | Link to USPS Privacy statement on home page at bottom   | <b>Y</b> |
| 6 | Link to USPS Trademark reference on home page at bottom   | <b>Y</b> |
| 7 | Link to USPS Disclaimer statement on home page at bottom  | <b>Y</b> |
| 8 | Active e-mail link to Webmaster on home page  | <b>Y</b> |
| 9 | Website must display current information on appropriate pages.  | <b>N</b> |

**A1 Identify purpose of the squadron/district/USPS**

		Point Range						Pts Awd
range		Highest	←				Lowest	
1	0-5 Identify purpose of Unit	5	4	3	2	1	0	<b>3</b>
2	0-3 Identify purpose of USPS			3	2	1	0	<b>3</b>

Comments:

**A2) Identification of squadron/district area of activity.**

1	0-1 Description of location of Unit					1	0	<b>1</b>
2	0-1 Map showing location					1	0	<b>1</b>

Comments: **Could improve this by including the "state," in the description text. Search engines require text to find information.**

**A3) Explanation of the benefits of membership**

1	0-3 Description of benefits described		3	2	1	0	<b>0</b>
2	0-2 Links to USPS benefits page			2	1	0	<b>0</b>

Comments:

**A4) Display of USPS emblems and logos.**

1	0-1 Ensign					1	0	<b>1</b>
2	0-1 USPS Wheel					1	0	<b>1</b>
3	0-1 Activity Triangle					1	0	<b>1</b>
4	0-1 America's Boating Club (logo)					1	0	<b>0</b>
5	0-2 Boating is fun..We'll show you how (must be on top half of home page for 2 points)		2	1	0			<b>2</b>
6	0-3 ABC3 Logo with Link to USPS ABC web page points on home page, 2 points other location, 1 point for text only link.	3	3	2	1	0		<b>0</b>

Comments:

**A5) What we do, show the fun we have.**

1	0-3 Description of the fun we have.		3	2	1	0	<b>0</b>
2	0-3 Photos showing unit activities		3	2	1	0	<b>0</b>

Comments:

**A6) Presentation of Vessel Safety Check Program**

1	0-3 Explanation of the program		3	2	1	0	<b>2</b>
2	0-1 Correct decal - proportionally sized			2	1	0	<b>0</b>
3	0-1 Pre-check list provided				1	0	<b>1</b>
4	0-1 Contact information				1	0	<b>0</b>

Comments:

**A7) Current Activities/Educational calendars available**

1	0-2 Public Boating Course (zero points if contact missing)				2	1	0	<b>0</b>
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2	0-2	Members course(s) (zero points if contact missing)	2	1	0	0
3	0-2	Events (zero points if contact missing)	2	1	0	0
4	calc	Number of pages with dates over 45 days old.				

Comments: [redacted]

**A8) Identification of the bridge, committee members & contacts**

1	0-1	Bridge listed	1	0		1
2	0-1	Bridge photo(s) 1 point if more than 2 photos	1	0		0
3	0-2	Five (5) of more committee contacts listed	2	1	0	0

Comments: [redacted]

**B1) Presentation quality and correctness.**

1	0-3	Readability and Grammer	3	2	1	0	2
2	Calc.	Spelling errors, number.					0

1 point reduction per error

Comments: [redacted]

**B2) Quality of photographs and graphics.**

1	0-2	Clear - Undistorted	2	1	0	0
2	0-2	Good color balance (not dark or over exposed)	2	1	0	0
3	0-2	Appropriately sized for application	2	1	0	0

Comments: No photos on site -- all photos in newsletters

**B3) Active Linkages & Navigation**

1	0-2	Ease of Navigation	2	1	0	0
2	0-2	Links easy to identify	2	1	0	0
3	0-1	Links identify the subject	2	1	0	0
4	Calc.	Broken links, number				

Maximum deduct -10 points

Horrible navigation -- nothing is easily identifiable -- site looks like it is a composite of 2 sites put together, and rather than completely re-do it, they linked new pages to a couple of old pages via some obscure links buried within the site and found by accident. And one of those old pages is the only place you'll find some of the logos, which I gave credit for, but question whether they really should have counted at all.

Comments: [redacted]

**B4) Resource Linkages**

1	0-3	USPS Links, 10 or more for 3 points	3	2	1	0	2
2	0-3	Non-commercial Links, 10 or more for 3 points	3	2	1	0	3
3	0-3	Commercial Links, 10 or more for 3 points	3	2	1	0	2
4	Calc.	Disclaimer statement on Commercial Links page Y or N					Y

For the above point determination; 10 or more links 3 points, 5 to 9 links 2 points, 1 to 4 links 1 point.

*If disclaimer statement is missing zero points for this section.*

Comments: [redacted]

**B5) Ability to read the message.**

1	0-2	Font - size and style	2	1	0	2
2	0-2	Font color, good contrast	2	1	0	2
3	0-2	Appropriate use of text space	2	1	0	2
4	0-2	Appropriate background. one point for no background	2	1	0	1

*Backgrounds which make reading page difficult zero points.*

Comments: [redacted]

**C1) Heading descriptive & appealing**

1	0-3	Home page, unique header (graphic)	3	2	1	0	3
2	0-2	All pages have informative header	2	1	0		2

Comments: [redacted]

**C2) Consistent format across pages.**

1	0-3	Consistent format across pages	3	2	1	0	2
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Comments: [redacted]

**C3) Use of photos and/or graphics**

1	0-5	Use of graphics to enhance message of website	5	4	3	2	1	0	1
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Comments: [redacted]

**C4) Additional Website Features**

1	0-1	Inclusion of USPS News RSS feed	1	0			1
2	0-1	Listing of area of location on the USPS list of websites	1	0			1

go to <http://www.usps.org/localusps/squadrons.shtml>

If scoring a district website item 2 is to be given one point

Comments

**D1) Overall impression of quality and effectiveness of the site**

1	0-2	How well did you like the site, was it effective in presenting USPS and the unit to the public	2	1	0	1
2	0-2	If you were a non-member, would this site have increased your interest in USPS?	2	1	0	0
3	0-2	Would you be proud of having this website represent your unit or district:	2	1	0	1

I expected to like this site when I first opened it. On the surface it looks neat, cleanly designed, and organized. But when you start clicking on the pages, it's a true muddle of poorly labeled pages, redundant information listed under more than one category, no event information ... big disappointment

Comments:

Total Points Scored 45