## United States Power Squadrons, 2007 Website Awards Tally Sheet

Squadron/District	Naples Sail and Power Squadron	]					
Evaluation. Date	10/3/2007	1					
	District Affiliation	22					
Required Items	In c	ompliance (Y/N)	?				
1	Link to USPS.org on Home (opening) page	Y					
2	Subtitle below squadron name "a unit of United States Power Squadrons ®" Sail and Power Boating	Y					
3	(squadron) Link to District Website	Υ					
4	(district) Links to squadron websites						
5	Link to USPS Privacy statement on home page at bottom	Υ					
6	Link to USPS Trademark reference on home page at bottom	Y					
7	Link to USPS Disclaimer statement on home page at bottom	Y					
		Y					
8	Active e-mail link to Webmaster on home page						
9	Website must display current information	Y					
	pose of the squadron/district/USPS	-	oint ra	nge			Pts Awd
range 1 0-5		Highest • 5 4		2	• Lo 1	west 0	5
2 0-3	Identify purpose of USPS		3	2	1	0	1
Commer	ts USPS hardly mentioned						
A2) Identificati	on of squadron/district area of activity.						
1 0-1	Description of location of Unit				1	0	1
2 0-1	Map showing location				1	0	1
Commen	5.	·					
A3) Explanatio	n of the benfits of membership						
1 0-3	Description of benefits described		3	2	1	0	3
2 0-2 Commen	Links to USPS benefits page			2	1	0	0
Common		·					
	JSPS emblems and logos.					•	4
1 0-1 2 0-1	Ensign USPS Wheel				1 1	0 0	1
3 0-1	Activity Triangle				1	0	0
4 0-1	America's Boating Club (logo)				1	0	0
Commen	IS:	·					
A5) What we do	show the fun we have.						
1 0-3	Description of the fun we have.		3	2	1	0	3
2 0-3	Photos showing unit activities		3	2	1	0	1
Commen	S:	·					
A6) Presentatio	on of Vessel Safety Check Program						
1 0-3			3	2	1	0	3
2 0-1	Correct decal - proportionally sized				1	0	0
3 0-1 4 0-1	Pre-check list provided Contact information				1 1	0 0	0
Commen						0	
	Public bosting course contact(s)				4	0	1
1 0-1 2 0-1	Public boating course contact(s) Members course(s) contact(s)				1 1	0 0	1
3 0-1	Event(s) contact(s)				1	0	1
	Generic contact page for all contact points. No contact						
Commen	s: names given.	·					

	rrent activ	/ities/Educational calendars available							
1		Public Boating Course (zero points if contact missing)				2	1	0	0
2	2 0-2	Members course(s) (zero points if contact missing)				2	1	0	1
3	8 0-2	Events (zero points if contact missing)				2	1	0	2
4	calc	Number of pages with dates over 45 days old.							
		Generic contact page. Public boating course contact is							
	Commonte	"SEO". How does public know who/what is SEO? No link specifically for SEO.							
	Commenta.		•						
A9) Ide	entification	of the bridge, committee members & contacts							
1		Bridge listed					1	0	1
2		Bridge photo(s)					1	0	0
3		Five (5) of more committee contacts listed				2	1	0	0
	Comments:		•						
B1) Pre	esentation	quality and correctness.							
1	0-3	Readability and Grammar			3	2	1	0	2
2	2 Calc.								
		1 point reduction per error							
	Comments:	strange sentence structure in places.	·						
B2) ()	ality of ph	otographs and graphics.							
1 DZ) QU		Clear - Undistorted				2	1	0	2
2		Good color balance (not dark or over exposed)				2	1	0	2
3		Appropriately sized for application				2	1	0	2
	Comments:	All photos professional							
		ges & Navigation							
1		Ease of Navigation				2	1	0	2
2		Links easy to identify				2	1	0	2
3		Links identify the subject				2	1	0	2
4	Calc.	Broken links, number							
	Comments:	Maximum deduct -10 points							
B4) Re	source Li	nkages							
1	0-3	USPS Links, 10 or more for 3 points			3	2		~	4
					0		1	0	1
2	2 0-3	Non-commercial Links, 10 or more for 3 points			3	2	1	0	1
3	2 0-3 3 0-3	Non-commercial Links, 10 or more for 3 points Commercial Links, 10 or more for 3 points							1 1 1
	2 0-3 8 0-3 4 Calc.	Non-commercial Links, 10 or more for 3 points Commercial Links, 10 or more for 3 points Disclaimer statement on Commercial Links page Y or N	Y		3	2	1	0	1 1 1
3	2 0-3 3 0-3 4 Calc. For the al	Non-commercial Links, 10 or more for 3 points Commercial Links, 10 or more for 3 points Disclaimer statement on Commercial Links page Y or N pove point determination; 10 or more links 3 points,	Y		3	2	1	0	1 1 1
3	2 0-3 3 0-3 4 Calc. For the al 5 to 9 link	Non-commercial Links, 10 or more for 3 points Commercial Links, 10 or more for 3 points Disclaimer statement on Commercial Links page Y or N pove point determination; 10 or more links 3 points, s 2 points, 1 to 4 links 1 point.	Y		3	2	1	0	1 1 1
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3	<ul> <li>2 0-3</li> <li>3 0-3</li> <li>4 Calc.</li> <li>For the at</li> <li>5 to 9 link</li> <li><i>If disclai</i></li> </ul>	Non-commercial Links, 10 or more for 3 points Commercial Links, 10 or more for 3 points Disclaimer statement on Commercial Links page Y or N pove point determination; 10 or more links 3 points, s 2 points, 1 to 4 links 1 point. mer statement is missing zero points for this section.	Y		3	2	1	0	1
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3 4 <b>B5) Ab</b> i 1	2 0-3 3 0-3 4 Calc. For the al 5 to 9 link <i>If disclai</i> Comments: <b>ility to rea</b> 0-2	Non-commercial Links, 10 or more for 3 points Commercial Links, 10 or more for 3 points Disclaimer statement on Commercial Links page Y or N pove point determination; 10 or more links 3 points, s 2 points, 1 to 4 links 1 point. <i>There statement is missing zero points for this section.</i> d the message. Font - size and style	Υ		3	2 2	1	0 0	1
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34 B5) Abi 1 2 3 4 C1) Hea 1 2 C2) Co 1	2 0-3 3 0-3 4 Calc. For the al 5 to 9 link <i>If disclai</i> Comments: <b>ility to rea</b> 0-2 0-2 0-2 0-2 0-2 0-2 Comments: <b>ading des</b> 0-3 2 0-2 Comments: <b>ading des</b> 0-3 2 0-2 Comments:	Non-commercial Links, 10 or more for 3 points Commercial Links, 10 or more for 3 points Disclaimer statement on Commercial Links page Y or N pove point determination; 10 or more links 3 points, s 2 points, 1 to 4 links 1 point. mer statement is missing zero points for this section. <b>d the message.</b> Font - size and style Font color, good contrast Appropriate use of text space Appropriate background. <i>one point for no background Backgrounds which make reading page difficult zero points.</i> <i>there is a lot of text in the smallest font. It's hard to read.</i> <b>criptive &amp; appealing</b> Home page, unique header (graphic) All pages have informative header	Y		333	2 2 2 2 2 2 2 2	1 1 1 1 1 1	0 0 0 0 0 0 0	2 2 1 3
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34 B5) Abi 1 2 3 4 C1) Hea 1 2 C2) Co 1 Cor	2 0-3 3 0-3 4 Calc. For the al 5 to 9 link <i>If disclai</i> Comments: <b>ility to rea</b> 0-2 2 0-2 3 0-2 4 0-2 Comments: <b>ading des</b> 0-3 2 0-2 Comments: <b>ading des</b> 0-3 2 0-2 Comments:	Non-commercial Links, 10 or more for 3 points Commercial Links, 10 or more for 3 points Disclaimer statement on Commercial Links page Y or N pove point determination; 10 or more links 3 points, s 2 points, 1 to 4 links 1 point. mer statement is missing zero points for this section. d the message. Font - size and style Font color, good contrast Appropriate use of text space Appropriate background. one point for no background Backgrounds which make reading page difficult zero points. there is a lot of text in the smallest font. It's hard to read. criptive & appealing Home page, unique header (graphic) All pages have informative header	Υ		3333	2 2 2 2 2 2 2 2 2	1 1 1 1 1 1 1	0 0 0 0 0 0 0	2 2 1 3 2
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34 B5) Abi 1 2 3 4 C1) Hea 1 2 C2) Co 1 Cor C3) Usa 1	2 0-3 3 0-3 4 Calc. For the al 5 to 9 link <i>If disclai</i> Comments: <b>ility to rea</b> 0-2 2 0-2 3 0-2 4 0-2 Comments: <b>ading des</b> 0-3 2 0-2 Comments: <b>ading des</b> 0-3 2 0-2 <b>comments:</b> <b>e of photo</b>	Non-commercial Links, 10 or more for 3 points Commercial Links, 10 or more for 3 points Disclaimer statement on Commercial Links page Y or N pove point determination; 10 or more links 3 points, s 2 points, 1 to 4 links 1 point. mer statement is missing zero points for this section. d the message. Font - size and style Font color, good contrast Appropriate use of text space Appropriate background. one point for no background Backgrounds which make reading page difficult zero points. there is a lot of text in the smallest font. It's hard to read. criptive & appealing Home page, unique header (graphic) All pages have informative header format across pages. Consistent format across pages Use of graphics to enhance message of website		4	3 3 3 3	2 2 2 2 2 2 2 2 2 2 2 2	1 1 1 1 1 1 1 1	0 0 0 0 0 0 0	2 2 1 3 2
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34 B5) Abi 1 2 3 4 C1) Hea 1 2 C2) Co 1 Cor C3) Usa 1 C4) Ani 1	2 0-3 3 0-3 4 Calc. For the al 5 to 9 link <i>If disclai</i> Comments: <b>ility to rea</b> 0-2 0-2 0-2 0-2 0-2 0-2 Comments: <b>ading des</b> 0-3 0-2 Comments: <b>ading des</b> 0-3 0-2 <b>comments:</b> <b>e of photo</b> 0-5 Comments: <b>imated Gr</b>	Non-commercial Links, 10 or more for 3 points Commercial Links, 10 or more for 3 points Disclaimer statement on Commercial Links page Y or N pove point determination; 10 or more links 3 points, s 2 points, 1 to 4 links 1 point. <i>There statement is missing zero points for this section.</i> <b>d the message.</b> Font - size and style Font color, good contrast Appropriate use of text space Appropriate background. <i>one point for no background</i> <i>Backgrounds which make reading page difficult zero points.</i> <i>there is a lot of text in the smallest font. It's hard to read.</i> <b>criptive &amp; appealing</b> Home page, unique header (graphic) All pages have informative header <b>brmat across pages.</b> Consistent format across pages <b>use of graphics to enhance message of website</b> <b>aphics</b> Use of annimated graphics, appropriate and add interest ot the website		4	3 3 3 3 3	2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2	1 1 1 1 1 1 1 1		2 2 1 3 2 3

C5)	Addit	ional W	/ebsite Features				
	1	0-1	Inclusion of USPS News RSS feed		1	0	0
	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				
	Co	omment	8				
D1)	Overa	ll impre	ssion of quality and effectiveness of the site				
	1	0-2	How well did you like the site, was it effective in	2	1	0	1
			presenting USPS and the unit to the public				
	2	0-2	If you were a non-member, would this site have	2	1	0	1
			increased your interest in USPS?				
	3	0-2	Would you be proud of having this website	2	1	0	2
			represent your unit or district:				
			The site almost never mentions USPS, only NSPS. But it is a				
Comments: slick, professional looking site.							
				Total Po	71		