United States Power Squadrons, 2007 Website Awards Tally Sheet

Squadron/District	San Carlos Bay

Evaluation. Date	

District Affiliation | 22

Required Items — In compliance? (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	y
4	(district) Links to squadron websites	y
5	Link to USPS Privacy statement on home page at bottom	y
6	Link to USPS Trademark reference on home page at bottom	y
7	Link to USPS Disclaimer statement on home page at bottom	y
8	Active e-mail link to Webmaster on home page	y
9	Website must display current information	y

A1 Identify purpose of the squadron/district/USPS

point range — Highest ◄──► Lowest — **Pts Awd**

	range		Highest					Lowest	Pts Awd
1	0-5	Identify purpose of Unit	5	4	3	2	1	0	3
2	0-3	Identify purpose of USPS			3	2	1	0	3

Comments: Your membership & tidings links go to a blank pages. I tried to access with Mozella and MS IE. In addition, thje calendar link fails if clicked from these pages. The calendar works on the home page. Although you have a lot about the USPS, you do not add too much about what your unit's purpose is.

A2) Identification of squadron/district area of activity.

1	0-1	Description of location of Unit					1	0	0
2	0-1	Map showing location					1	0	0

Comments: I know you are in Florida but can't figure out where.   .

A3) Explanation of the benfits of membership

1	0-3	Description of benefits described			3	2	1	0	2
2	0-2	Links to USPS benefits page				2	1	0	0

Comments: Benefits are all implied via education page and photofraphs. But not too many benefits of joinging are included.   .

A4) Display of USPS emblems and logos.

1	0-1	Ensign					1	0	0
2	0-1	USPS Wheel					1	0	1
3	0-1	Activity Triangle					1	0	0
4	0-1	America's Boating Club (logo)					1	0	0

Comments: Using these logos help provide a level of consistancy across any squadron page.   .

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	3

Comments: Great job. Unique presentation.   .

A6) Presentation of Vessel Safety Check Program

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

Comments: .

A7) Contacts for various activities

1	0-1	Public boating course contact(s)	1	0		1
2	0-1	Members course(s) contact(s)	1	0		1
3	0-1	Event(s) contact(s)	1	0		1

Comments: Your calendar is up to date but your event button is not. I recommend you keep one link of events to avoid duplicaiton of maintenance.

A8) Current Activities/Educational calendars available

							Score
1	0-2	Public Boating Course (zero points if contact missing)		2	1	0	1
2	0-2	Members course(s) (zero points if contact missing)		2	1	0	2
3	0-2	Events (zero points if contact missing)		2	1	0	2
4	calc	Number of pages with dates over 45 days old.	1				-10

Comments: Your Event page is out of date. You should include a contact name for education. Gave credit because telephone # avail. And SEO name was on another page. Please note, some class schedule buttons were on page (member courses) but not active. They should be grayed (disabled) or not there if you do not have anything to click. .

A9) Identification of the bridge, committee members & contacts

					Score
1	0-1	Bridge listed	1	0	1
2	0-1	Bridge photo(s)	1	0	0
3	0-2	Five (5) of more committee contacts listed	2	1	0	1

Comments: Almost 5 committee contacts listed. .

B1) Presentation quality and correctness.

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

1 point reduction per error

Comments: .

B2) Quality of photographs and graphics.

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

Comments: Your photographs were nicely presented. Very unique. Great work! .

B3) Active Linkages & Navigation

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

Maximum deduct -10 points

Comments: I like the navigation features. But see inactive link comments earlier explained in this review. .

B4) Resource Linkages

							Score
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	2
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					

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: Nice links - all work. Should add more for local area. This attracts local and visitors to your site. .

B5) Ability to read the message.

						Score
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	2

Backgrounds which make reading page difficult zero points.

Comments: .

C1) Heading descriptive & appealing

							Score
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: I was impressed with your page layouts. Nice work. .

C2) Consistent format across pages.

							Score
1	0-3	Consistent format across pages	3	2	1	0	3

Comments: .

C3) Use of photos and/or graphics

									Score
1	0-5	Use of graphics to enhance message of website	5	4	3	2	1	0	5

Comments: _____ .

C4) Animated Graphics

| 1 | 0-3 | Use of annimated graphics, appropriate and add interest ot the website | 3 2 1 0 | 0 |

Comments: _____ .

C5) Additional Website 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

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	1
3	0-2	Would you be proud of having this website represent your unit or district:	2	1	0	2

Comments: I believe this site has a lot of potential. I hope this review gives guidance for enhancing the site with important content to attract members and other visitors. Overall, this site was unique and nicely done. It just needs more content.   .

Total Points Scored   66