

# McGovern Scorecard Sample

Place a score from 0 to 5 in the Actual Score Column

Multiply by the weight and place the total in the Total Actual Score column

The figure in the total row is the maximum score that can be achieved

<b>Publication Scope Scorecard</b>			
	<b>Actual Score</b>	<b>Weight</b>	<b>Total Actual Score</b>
<b>Confirming your objectives and your reader</b>			
Do your publishing objectives clearly articulate the type of actions you want your content to drive?		100	
Have you identified the distinct reader types that will really benefit from your content – and whose consumption of content will really benefit the organization?		100	
Has your editorial board been involved in identifying the reader?		50	
Have you prioritized your reader types?		50	
Have you identified whether there may be a conflict between certain reader types? Are you confident you can deal with this conflict?		50	
Have you identified why readers should trust your content?		50	
<b>Confirming your reader total</b>	<b>2000</b>		

<b>Identifying your content</b>			
Have you carried out a comprehensive survey of your readers to ascertain what sort of content they need?		50	
Have you completed a situation analysis report on your current website (if any) with a view to helping you identify your content?		20	
Have you completed a situation analysis report on your competitors and industry websites, with a view to helping you identify your content?		20	
Are you monitoring 4-6 key competitor/industry websites on a regular basis to track important new content developments?		10	
Have you identified your killer content for each target reader?		100	
Have you identified your must-have content for each target reader?		20	
Have you identified your like-to-have content for each target reader?		5	
Have you identified content, not simply for launch, but for ongoing publication?		20	

Have you developed appropriate content scenarios for how readers would want to navigate through your content?		10	
Have you decided what languages to publish in?		50	
If the website is to be published in English, have you decided whether it is to be American or British English?		10	
Are you ensuring that content that results from a reader action is written in friendly, simple language?		10	
Have you decided on publication media other than the Web (email, mobile, etc.)?		20	
Based on the emerging scope of the publication, have you got a sense for what the publication schedule is?		10	
Have you agreed the forms your content will be published in (text, images, audio, video)?		10	
Have you agreed the formats for your content (HTML, PDF, Microsoft Word, RealPlayer, etc.)?		10	
Have you identified your content types (events, general articles, frequently asked questions, etc.)?		10	
Have you explored your top-level classification with regard to its impact on your content creation requirements?		10	
Have you explored your classification options with regard to their impact on your content creation requirements?		10	
Have you developed a content security policy covering who has the right to publish content to the website?		20	
Have you developed a content security policy and approach for access rights to the website?		50	
Now that you have established the broad scope of the publication scope, have you aligned this with your business case, making appropriate revisions where necessary?		50	
<b>Identifying your content total</b>	<b>2625</b>		

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## Metadata and Classification Scorecard

	Actual Score	Weight	Total Actual Score
<b>Designing for your reader</b>			
Have the target readers been actively involved in the design process for the metadata and classification?		50	
Have readers been shown mock-ups of the metadata and classification design?		20	
Have readers been observed in relation to their behavior when attempting to navigate and search the website to ensure that the metadata and classification is appropriate?		20	
Have the content authors been consulted in relation to the metadata and classification design?		20	
Have the organization objectives been kept clearly in mind while designing the metadata and classification		50	
<b>Designing for your reader total</b>	<b>800</b>		

<b>Best practice in metadata design</b>			
Are authors and contributors fully aware of the critical importance of inputting comprehensive and correct metadata?		20	
Where the importance of metadata is not clearly understood, has appropriate training been arranged?		10	
Are authors and contributors fully aware that they should not abuse the use of metadata with, for example, irrelevant but popular keywords, simply to get more visitors to their content?		10	
Have appropriate content templates been designed for the content types?		20	
Are the content type templates laid out in a consistent manner?		5	
Have the content type templates all been given logical and easily recognizable names?		5	
Has all essential metadata been collected for each content type?		10	
Has the metadata for each content type been kept as small as possible so as to facilitate an efficient contribution process?		10	
Has the relationship between metadata and search been fully recognized and planned for?		10	
Is there appropriate metadata published for every single page on the website?		10	
Is "Page Title" unique for each page, and fully descriptive of what is on that page?		50	
Does "Page Title" metadata begin with what is specific to the page and move to general information?		5	
Is there Description metadata for every page?		20	
<b>Best practice in metadata design total</b>	<b>925</b>		

<b>Classification design best practice</b>			
Is all content on the website classified in a logical manner?		100	
Is there a senior person in charge of the classification design process who has responsibility to make decisions?		50	
Has classification design been approached with a long-term perspective?		20	
Has classification been designed for the total content environment?		20	
Has the classification been designed from a practical point of view?		20	
Has the classification been designed with a top-level and down approach		50	
Has the editorial board been involved in signing-off the classification design?		20	
Has the classification design process been given the appropriate time to be professionally completed?		20	
<b>Principles of classification design total</b>		<b>1500</b>	

<b>Classification situation analysis</b>			
Have you carried out an organization objectives and strategy analysis		10	
Have you carried out an analysis of the current content you have within the organization?		10	
Have you carried out a common search words analysis?		10	
Have you carried out an author and specialist survey?		10	
Have you carried out a competitor content analysis		10	
Have you carried out a reader survey?		20	
Have you carried out an industry publications analysis?		10	
Have you carried out a general industry analysis?		10	
Have you developed an initial classification list and tested this list for obvious errors and duplications?		10	
Have you quantified the number of times a particular classification has appeared during your situation analysis?		10	
<b>Classification situation analysis total</b>		<b>550</b>	

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<b>Navigation best practice scorecard</b>			
	<b>Actual Score</b>	<b>Weight</b>	<b>Total Actual Score</b>
<b>Designing for your reader</b>			
Has your navigation been designed based on comprehensive feedback from readers?		50	
Have your readers given feedback on mock-ups of the navigation?		20	
<b>Designing for your reader total</b>	<b>350</b>		

<b>Providing a variety of navigation options</b>			
Are you providing a variety of navigation options?		20	
Are you using classification path navigation?		10	
Is the classification path navigation placed just underneath the masthead, aligned to the left?		3	
Is the overall homepage the first link?		3	
Is the final classification unlinked and given special emphasis?		3	
Is the greater than symbol ">" being used as the divider for the classification?		3	
Is the greater than symbol presented as a graphic so as to avoid accessibility issues?		3	
Is your core navigation aligned in the left column, unless you are dealing with a major portal or directory?		10	
Can all the core navigation be seen on the first screen when the homepage loads?		10	
Does the core navigation use a drill-down hierarchical navigation approach?		20	
Is your document navigation placed at the end of a particular document or in the right column?		10	
Are you using drop-down navigation only where there is a compelling reason?		10	
Have you avoided putting the top level of your core or global navigation as a drop-down?		10	
Is your ecommerce navigation placed in the top right of the webpage?		10	
Does it appear on every single page?		5	
Do you have progress chart navigation for your ecommerce process?		10	
Have you tested your ecommerce process as thoroughly as possible with shoppers?		20	
Is global navigation available on every page?		50	
Is global navigation placed near the top of the webpage?		5	
Is "Home" the first link in your global navigation		10	
Are there no more than 8 links in your global navigation?		5	

Where you have had to split up your global navigation into Administrative and Marketing, is the Administrative slightly less prominent than the Marketing?		5	
If your website is in a number of languages, is there a link to the language selection section in your global navigation?		5	
Are your language options prominently promoted on the homepage?		5	
To signify the language option, do you use the native word for the language, rather than a flag or other icon?		5	
Where you need to localize your website have you implemented as much of the navigation as possible as text?		5	
Are you providing progress chart navigation where a process involving more than two steps is involved?		10	
Does your progress chart navigation clearly show the number of steps involved in the process, and the number of steps the person has completed?		10	
Is the progress chart navigation placed prominently near the top of the page?		5	
Are you providing related navigation for documents?		20	
Is this related navigation placed at the bottom of the document, and is it clearly separated from the document?		5	
Where you are using a website index/map navigation, is there a policy in place to ensure the index/map is updated when the navigation changes?		5	
Where you are using a website index/map navigation, is there a link to this navigation in the global navigation?		5	
Do you have a memorable URL?		20	
Even as you go deep into your website, is the length of your URL kept as short as possible?		10	
Does the URL for a particular webpage reflect the classification path for that page?		10	
If there are common misspellings for your URL, have you registered them and do you redirect the misspelled URL to your homepage?		10	
Where you have versions of the website in other languages, have you a native URL for those languages?		10	
Where you have major products, have you registered a URL for those products?		10	
<b>Variety of navigation options total</b>	<b>1925</b>		

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<b>Search Design Scorecard</b>			
	<b>Actual Score</b>	<b>Weight</b>	<b>Total Actual Score</b>
<b>General best practice in search design</b>			
Is the overall search process as simple and easy-to-use as possible?		100	
Is a single search system and approach being operated throughout the website?		50	
Does Search search the entire HTML contents of the website?		30	
Does Search search PDF, where relevant?		30	
Does Search search other non-HTML documents, where relevant?		30	
Is there an option to search within specific sections of the website?		30	
Does search begin with the touch of the Return/Enter key, and/or the clicking of the Search/Go button?		20	
Is Arial font being used?		20	
Is the font size no smaller than 10 point?		20	
Is spell checking done on the search words/phrases when no results are returned for the words/phrases selected?		30	
Are typos being catered for? (This is done by displaying prominently the searched for words on the search results page.)		30	
Is synonym expansion being used when the number of search results is less than five?		30	
Are the differences between American and British English being catered for?		30	
Are potential issues with plural and singular words being catered for?		30	
Are parsing errors (ALL Capitals, spaces) being catered for?		30	
Is the website being regularly indexed by the search engine? (Once a day for websites that are publishing daily, etc.)		50	
Are manual recommendations (Best Bets) returned for commonly searched for elements of the website?		40	
Has the placing of explanatory text in the search box been avoided?		20	
Where the reader searches without having placed anything in the search box, is an explanatory page published?		20	
<b>General best practice in search design total</b>	<b>3200</b>		
<b>Best practice in basic search design</b>			
Is basic search available on every page of the website?		20	
Is the basic search environment as unadorned and simple as possible, allowing the reader to focus easily on carrying out a basic search?		20	

Is basic search placed in the top-right-hand corner of the webpage, or else near the top-left, just underneath the organization logo?		20	
In the situation where a directory-style navigation layout is being used, is the basic search placed near the top of the central column, just above the core navigation?		20	
Does the search box have a width that allows for a minimum of 20 characters to be seen at any one time?		20	
Is there a button to the right of the search box labeled "Search?" Alternatively, if the button is labeled 'Go,' is the word "Search" placed above the search box?		20	
If there is an advanced search option, is there a link below the search box labeled "Advanced Search?"		20	
Is the initial parameter for basic search the entire contents of the website?		20	
Does the basic search allow for Boolean commands and quotation mark limiters for exact phrase search? (These options do not need to be explained.)		20	
<b>Best practice in basic search design total</b>	<b>900</b>		

<b>Best practice in advanced search design</b>			
Have readers been surveyed in relation to whether they want advanced search, and if they do, what sort of advanced search they want?		30	
Are all the advanced search features working properly?		50	
Is the advanced search page laid out with the minimum of distraction from other content or links?		20	
Does the advanced search box have a width that allows for a minimum of 40 characters to be seen at any one time?		20	
Does the advanced search page offer simplified Boolean options, such as: "Search by Any Word, Exact Phrase, All Words?"		20	
Does advanced search allow for search using partial or entire words?		20	
Does the advanced search offer options based on appropriate metadata collected on content?		20	
Is there a prominent Help link available on the Advanced Search page, which gives subject specific help on how to use the advanced search?		20	
<b>Best practice in advanced search design total</b>	<b>1000</b>		

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<b>Layout and Graphic Design Scorecard</b>			
	<b>Actual Score</b>	<b>Weight</b>	<b>Total Actual Score</b>
<b>Webpage layout and design best practice</b>			
Is the design approach focused on creating simple, light, easy-to-navigate and easy-to-read webpages?		100	
Is webpage weight kept below 50K?		80	
Are the webpages designed for an 800 pixel width?		20	
Has the website been tested using a 56K modem?		20	
Is the website compatible with Version 4 and upwards of the Microsoft and Netscape browsers?		40	
Have statements such as "Best viewed with" been avoided?		20	
Has the website been tested with PC and Apple computers?		10	
Is the website accessible through firewalls and other security systems?		10	
Are all email addresses linked?		20	
Have splash screens been avoided?		30	
If there is a ticker tape-type function, does the reader have the option of stopping the ticker tape?		10	
Is clutter preferred to clicking? (In other words, better to have a cluttered page than have the reader to click too many times to get to the content they want.)		10	
Is horizontal scrolling avoided at all times?		30	
Are animations only used when they are genuinely useful, rather than as a bell 'n' whistle?		50	
<b>Webpage layout and design fundamentals total</b>	<b>2250</b>		

<b>Text style and layout best practice</b>			
Is body text black on a white background?		50	
Is there sufficient spacing between text and adjacent column borders?		20	
If text is a color other than black, is there strong contrast between that color and the background?		20	
Has the use of colored text to create emphasis within body text been avoided?		20	
Has the use of italics been avoided?		20	
Has blinking text been avoided?		20	
Has the use of bold been generally avoided within body text?		20	
Has the use of underline been avoided, unless you are dealing with hypertext?		40	
Is underline always used for hypertext, except where the link is part of a graphic?		30	
Are sans serif fonts being used?		50	

Is there one standard font being used (with perhaps one more font for special feature text)?		30	
Is 8 point the minimum font size being used?		20	
Has capitalization been used where it is expected from a grammatical point of view (proper nouns, acronyms, etc.)		20	
Has the first letter in commands and buttons been capitalized?		20	
Has unnecessary capitalization, particularly within body text, been avoided?		20	
<b>Text style and layout best practice total</b>	<b>2000</b>		

<b>Graphic image design best practice</b>			
Are sufficient graphics used in order to add appropriate impact to the content?		50	
Have images been properly compressed?		100	
Is the quality of the graphic images of a professional standard?		20	
Are graphic images kept actual size relative to page layout?		10	
Where appropriate, do images have descriptive text associated with them?		10	
Where larger graphics are required, is a thumbnail graphic approach used to display the initial graphic?		10	
Does the link beside the thumbnail for the larger graphic contain information on the size of the larger graphic?		10	
Do all images contain Alt text? (This includes every single image published, including such images as lines.)		10	
Do all images have proper Height and Width HTML tags?		30	
Has the shortcut of resizing an image using Height and Width tags been avoided?		20	
Do all icons have descriptive text associated with them?		10	
Are pictures saved as JPEGS and other images saved as GIFS?		10	
Are all colors chosen from a 16-bit web-safe color palette?		10	
If a graphic, such as a banner ad, needs to animate, does it rotate 2/3 times and then stop?		10	
Has text as a graphic been avoided, unless that text is part of a navigation graphic?		10	
<b>Graphic image design best practice total</b>	<b>1600</b>		

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<b>Writing for the Web Scorecard</b>			
	<b>Actual Score</b>	<b>Weight</b>	<b>Total Actual Score</b>
<b>Writing for the Web best practice</b>			
Is spelling and grammar of a high standard?		100	
Has verbose, complex language been avoided?		100	
Is the driving objective of your web content to get people to act in a positive manner?		100	
Where a reader is being invited to carry out a particular action, is the content written in a clear, precise and unambiguous manner?		100	
For a particular piece of content, is the invitation to act placed in a logical position -- such as at the end of that piece of content?		50	
Has content that instructs people about an action--rather than directly facilitating the action through a link--been avoided?		30	
Is the difference between writing for the Web and writing for print clearly understood by authors and editors?		50	
Has the direct translation of print content to HTML been avoided?		50	
Has the use of PDF been avoided as a quick fix, instead of writing content specifically for the Web?		30	
Do authors and editors recognize that people scan read on the Web, and that the 'less is more' rule must be applied with vigor?		50	
Is there an identifiable and consistent style?		50	
Is there a style guide in place and is it being used by all authors and editors?		100	
Is there a word and phrase glossary in place and is it being used by all authors and editors?		50	
Do all authors and editors have a clear understanding of the copyright policy?		20	
Do all authors and editors have a clear understanding of fair use?		20	
Do all authors and editors have a clear understanding of the plagiarism policy?		20	
Do all authors and editors have a clear understanding of the policy of linking to third party content?		20	
Do all authors and editors have a clear understanding of the libel policy?		20	
Do editors establish word limits when they are commissioning content?		50	
<b>Writing for the Web best practice total</b>	<b>4950</b>		
<b>Headings, summaries, etc.</b>			
Do all documents have headings and are these headings clearly differentiated from the body text?		50	

Are headings clear and descriptive? Do they avoid ambiguity at all times?		50	
Do headings contain the essential keywords for the document they describe?		30	
Do headings contain no more than eight words?		50	
Do headings capitalize the first word, proper nouns, etc. - has capitalization of the entire heading been avoided?		20	
Do all documents have summaries?		50	
Do summaries contain no more than 50 words?		50	
Do the summaries genuinely summarize - covering the who, what, where, when and how of the story?		50	
Are the summaries differentiated from the body text, using, for example, bold?		10	
Where there is a heading/summary on a homepage, is there a "More" link at the end of the summary?		30	
Where there is a heading/summary on a homepage, is the heading a link to the document?		20	
Where there is a heading/summary on a homepage, is the same heading/summary replicated on the page that the homepage heading/summary links to?		10	
Where there is a heading/summary on a homepage, is it dated?		10	
Where documents or other content have dates, is the appropriate dating convention being used?		20	
Where hour and minute information is being published, is time zone information also provided?		10	
Where documents or other content use telephone or fax numbers, have appropriate international dialing codes been supplied?		20	
Where special numbers are used (1 800, etc.), have you offered alternative numbers to international readers?		20	
Do sentences contain an average of between 15-20 words?		40	
Are acronyms used sparingly?		20	
Are acronyms spelled out the first time they are used? For example: World Health Organization (WHO).		20	
Do paragraphs contain an average of between 40-70 words?		40	
Are bullet points being used, where appropriate?		30	
Are documents no longer than 700 words?		50	
Is hypertext placed at the natural break points in text?		30	
Is the hypertext link as descriptive as possible? Does it act like a heading?		20	
<b>Headings, summaries, etc. total</b>	<b>3650</b>		

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