

## CONSUMER HEALTH WEB SITE EVALUATION CHECKLIST

Topic / Provider: \_\_\_\_\_ Date Checked: \_\_\_\_\_  
 Provider Homepage (URL): \_\_\_\_\_  
 Topic Web Page (URL): \_\_\_\_\_

Final Site Score:  
 Poor      Weak  
 Fair      Good  
 Excellent

<i><b>QUESTION</b></i>	<i><b>ANSWER</b></i>	<i><b>HOW TO SCORE</b></i>	<i><b>Pts</b></i>
<b>CONTENT</b>			
<p><b>AUTHORITY:</b></p> <p>1. Is the publisher or organization name and contact information available on each web page?</p> <p>2. Is there an individual author for any of the information presented?</p> <p>3. If an author, information about the author includes (pick <i>one</i>):</p> <p style="margin-left: 20px;">a. Author's name?</p> <p style="margin-left: 20px;">b. Name with author's credentials?</p> <p style="margin-left: 20px;">c. Name with author's credentials and/or contact information?</p> <p style="margin-left: 20px;">d. Does not apply — no author..</p> <p>4. If author's credentials are given, author is (pick <i>one</i>):</p> <p style="margin-left: 20px;">a. Health care professional in area of expertise writing for clinicians.</p> <p style="margin-left: 20px;">b. Other health care professional writing for clinicians.</p> <p style="margin-left: 20px;">c. Health care professional writing for patients or health consumers.</p> <p style="margin-left: 20px;">d. Patient, caregiver, or other non-healthcare expert on topic relative to the specific illness.</p> <p style="margin-left: 20px;">e. Other.</p> <p style="margin-left: 20px;">f. Can't tell.</p> <p style="margin-left: 20px;">g. Does not apply — no author or no credentials given.</p>	<p><sup>1</sup> <b>Y / N</b></p> <p><sup>2</sup> <b>Y / N</b></p> <p><sup>3</sup> <b>A/B/C/D</b></p> <p><sup>4</sup> <b>A/B/C/ D/E/F</b></p>	<p><i>Y = +2 pts.</i> <i>N = -2 pts.</i></p> <p><i>Y = +2 pts.</i> <i>N = 0 pts.</i></p> <p><i>A or D = 0 pts.</i> <i>B = +1 pts.</i> <i>C = +2 pts.</i></p> <p><i>A = +4 pts.</i> <i>B = +2 pts.</i> <i>C = +5 pts.</i> <i>D = +1 pts.</i> <i>E = 0 pts.</i> <i>F = -2 pts.</i> <i>G = 0 pts.</i></p>	
<p><b>CURRENCY:</b></p> <p>5. Is information presented stable and relatively unchanging? If yes, answer #6; If no, skip to #7.</p> <p>6. Most recent revision date is: (pick <i>one</i>)</p> <p style="margin-left: 20px;">a. Within a day (see "I").</p> <p style="margin-left: 20px;">b. Within the last week.</p> <p style="margin-left: 20px;">c. Within the last month.</p> <p style="margin-left: 20px;">d. Within the last three months.</p> <p style="margin-left: 20px;">e. Within the last half year.</p> <p style="margin-left: 20px;">f. Within the last year.</p> <p style="margin-left: 20px;">g. Longer.</p> <p style="margin-left: 20px;">h. Can't tell.</p> <p style="margin-left: 20px;">i. Date generated by server, does not apply to content.</p> <p>7. Is information on a topic for which frequent updates should be required? If yes, answer question 8; if no, make sure answered #5.</p> <p>8. Most recent revision date is: (pick <i>one</i>)</p> <p style="margin-left: 20px;">j. Within a day.</p> <p style="margin-left: 20px;">k. Within the last week.</p> <p style="margin-left: 20px;">l. Within the last month.</p> <p style="margin-left: 20px;">m. Within the last three months.</p> <p style="margin-left: 20px;">n. Within the last half year.</p> <p style="margin-left: 20px;">o. Within the last year.</p> <p style="margin-left: 20px;">p. Longer.</p> <p style="margin-left: 20px;">q. Can't tell.</p> <p style="margin-left: 20px;">r. Date generated by server, does not apply to content.</p>	<p><sup>5</sup> <b>Y / N</b></p> <p><sup>6</sup> <b>A/B/C/ D/E/F/ G/H/I</b></p> <p><sup>7</sup> <b>Y / N</b></p> <p><sup>8</sup> <b>J/K/L/ M/N/O/ P/Q/R</b></p>	<p><i>Y = 0 pts.</i> <i>N = 0 pts.</i></p> <p><i>A = +3 pts.</i> <i>B = +3 pts.</i> <i>C = +3 pts.</i> <i>D = +2 pts.</i> <i>E = +2 pts.</i> <i>F = +2 pts.</i> <i>G = +1 pts.</i> <i>H = 0 pts.</i> <i>I = -3 pts.</i></p> <p><i>Y = 0 pts.</i> <i>N = 0 pts.</i></p> <p><i>J = +4 pts.</i> <i>K = +3 pts.</i> <i>L = +2 pts.</i> <i>M = +2 pts.</i> <i>N = +1 pts.</i> <i>O = +1 pts.</i> <i>P = 0 pts.</i> <i>Q = 0 pts.</i> <i>R = -3 pts.</i></p>	
<i>Total Number of Points For This Page (of 15 possible):</i>			

CONSUMER HEALTH WEB SITE EVALUATION CHECKLIST, PG. 2

<b>QUESTION</b>	<b>ANSWER</b>	<b>HOW TO SCORE</b>	<b>Pts</b>
<b>CONTENT, continued</b>			
<p><b>INFORMATION STATUS:</b></p> <p>9. Is the copyright or proprietary status of the information clearly stated?</p> <p>10. Are restrictions on use (intellectual property issues) clearly stated?</p>	<p><sup>9</sup> <b>Y / N</b></p> <p><sup>10</sup> <b>Y / N</b></p>	<p><i>Y = +3 pts.</i> <u><i>N = -3 pts.</i></u></p> <p><i>Y = +1 pts.</i> <u><i>N = -1 pts.</i></u></p>	
<p><b>INFORMATION VALUE:</b></p> <p>11. Information on the health condition or treatment includes which of the following informational components (select as many as apply):</p> <p>a. Condition or treatment name(s) (if drug, includes generic name).</p> <p>b. Condition description or treatment protocol</p> <p>c. Definitions of terms and/or relevant anatomical landmarks.</p> <p>d. Criteria for diagnosis of condition or criteria for appropriate prescription of treatment.</p> <p>e. Alternative treatments, or other diagnoses possible.</p> <p>f. Guides to additional consumer health level information.</p> <p>g. Guides to professional level clinical, scientific, or technical information on condition or treatment.</p> <p>h. Contacts for questions, support groups, or more information.</p> <p>i. Reasonable estimates of costs to patient of condition (untreated) or the recommended treatment.</p> <p>j. Accurate benefits/risks to patient of treatment or diagnosis.</p> <p>k. Typical prognoses of condition, associated risks; treatment risks.</p> <p>l. Inaccurate or misleading descriptions, recommendations.</p> <p>m. Testimonials or case reports of relevant persons.</p> <p>n. Testimonials or case reports of irrelevant persons.</p>	<p><sup>11</sup> <b>A/B/C/ D/E/F/ G/H/I/ J/K/L/ M/N</b></p>	<p><i>A = +1 pts.</i> <i>B = +2 pts.</i> <i>C = +4 pts.</i> <i>D = +4 pts.</i> <i>E = +1 pts.</i> <i>F = +2 pts.</i> <i>G = +1 pts.</i> <i>H = +3 pts.</i> <i>I = +1 pts.</i> <i>J = +1 pts.</i> <i>K = +3 pts.</i> <i>L = -4 pts.</i> <i>M = +1 pts.</i> <i>N = -3 pts.</i></p>	
<p><b>INFORMATION QUALITY:</b></p> <p>12. Are any sources cited or credited for the information presented?</p> <p>13. Does a bibliography indicate that information has been published on the condition or treatment? [Only answer yes if full citations given (meaning enough information for you to find the article or source).]</p> <p>14. If publications or sources are referenced, was information (pick <i>one</i>):</p> <p>a. In the popular press only?</p> <p>b. In the peer-reviewed clinical literature only?</p> <p>c. Both?</p> <p>d. Neither or can't tell?</p> <p>e. Does not apply — no sources cited.</p> <p>15. Does information presented as factual appear to be accurate <i>to the best of your knowledge</i>?</p> <p>16. Does it appear that a sincere effort was made to present fair, unbiased information?</p> <p>17. Can you identify errors or significant omissions in the content?</p> <p>18. Do errors or omissions account for a significant percentage of the total information provided?</p> <p>19. Are opinions or misleading/biased information presented as fact?</p> <p>20. Is a conflict of interest possible or clearly present?</p>	<p><sup>12</sup> <b>Y / N</b></p> <p><sup>13</sup> <b>Y / N</b></p> <p><sup>14</sup> <b>A/B/C/D</b></p> <p><sup>15</sup> <b>Y / N</b></p> <p><sup>16</sup> <b>Y / N</b></p> <p><sup>17</sup> <b>Y / N</b></p> <p><sup>18</sup> <b>Y / N</b></p> <p><sup>19</sup> <b>Y / N</b></p> <p><sup>20</sup> <b>Y / N</b></p>	<p><i>Y = +3 pts.</i> <u><i>N = -3 pts.</i></u></p> <p><i>Y = +2 pts.</i> <u><i>N = -2 pts.</i></u></p> <p><i>A = +1 pts.</i> <i>B = +1 pts.</i> <i>C = +2 pts.</i> <i>D = -2 pts.</i> <u><i>E = -1 pts.</i></u></p> <p><i>Y = +1 pts.</i> <u><i>N = -3 pts.</i></u></p> <p><i>Y = +1 pts.</i> <u><i>N = -3 pts.</i></u></p> <p><i>Y = -2 pts.</i> <u><i>N = +1 pts.</i></u></p> <p><i>Y = -2 pts.</i> <u><i>N = +1 pts.</i></u></p> <p><i>Y = -3 pts.</i> <u><i>N = 0 pts.</i></u></p> <p><i>Y = -2 pts.</i> <i>N = +2 pts.</i></p>	
<i>Total Number of Points For This Page (of 41 possible):</i>			

CONSUMER HEALTH WEB SITE EVALUATION CHECKLIST, PG. 3

QUESTION	ANSWER	HOW TO SCORE	Pts
<b>USABILITY</b>			
<p>GRAPHICS &amp; DESIGN:</p> <p>21. Do all graphic elements include informational content?</p> <p>22. If not (pick <i>one</i>):</p> <p>a. Most are content bearing.</p> <p>b. Some are content bearing.</p> <p>c. Few or none are content bearing.</p> <p>d. Does not apply — no graphics.</p> <p>23. Does use of color enhance informational content?</p> <p>24. Are any non-content bearing graphics animated?</p> <p>25. Are there any flashing, scrolling, or otherwise visually distracting graphic or text displays?</p> <p>26. Most graphics that are links include equivalent text links.</p> <p>27. Code for all graphics shows use of ALT tag for text browsers.</p> <p>28. Most important information appears at or near top of screen, or has links at or near top of screen.</p> <p>29. Layout of page includes centering or right alignment.</p> <p>30. Page includes drop-down or pop-up menus.</p>	<p><sup>21</sup> <b>Y / N</b></p> <p><sup>22</sup> <b>A/B/C/D</b></p> <p><sup>23</sup> <b>Y/N/n.a.</b></p> <p><sup>24</sup> <b>Y/N/n.a.</b></p> <p><sup>25</sup> <b>Y / N</b></p> <p><sup>26</sup> <b>Y/N/n.a.</b></p> <p><sup>27</sup> <b>Y/N/n.a.</b></p> <p><sup>28</sup> <b>Y / N</b></p> <p><sup>29</sup> <b>Y / N</b></p> <p><sup>30</sup> <b>Y / N</b></p>	<p><i>Y = +2 pts.</i> <u>N = 0 pts.</u></p> <p><i>A = +1 pts.</i> <i>B or D = 0 pts.</i> <u>C = -2</u></p> <p><i>Y = +1 pts.</i> <u>N or n.a. = 0 pts.</u></p> <p><i>Y = -1 pts.</i> <u>N or n.a. = 0 pts.</u></p> <p><i>Y = -1 pts.</i> <u>N or n.a. = 0 pts.</u></p> <p><i>Y or n.a. = +1 pts.</i> <u>N = -2 pts.</u></p> <p><i>Y = +3 pts.</i> <i>n.a. = 0 pts.</i> <u>N = -3 pts.</u></p> <p><i>Y = +2 pts.</i> <u>N = -2 pts.</u></p> <p><i>Y = -1 pts.</i> <u>N = +1 pts.</u></p> <p><i>Y = -2 pts.</i> <u>N = +1 pts.</u></p>	
<p>NAVIGATION:</p> <p>31. Can necessary information be found easily from the main homepage of the site?</p> <p>32. Does site include a Table of Contents, Site Map, or usable search engine?</p> <p>33. Is a Help screen or section available for use of the site or search engine?</p> <p>34. Does the page title appear in the top window bar?</p> <p>35. Does the page title accurately describe content or location in site structure?</p> <p>36. Does every page include a way to return to the homepage for the site?</p> <p>37. Does site impair user's ability to return to previously visited pages (For example, is the browser's "Back" button grayed out)?</p>	<p><sup>31</sup> <b>Y / N</b></p> <p><sup>32</sup> <b>Y / N</b></p> <p><sup>33</sup> <b>Y / N</b></p> <p><sup>34</sup> <b>Y / N</b></p> <p><sup>35</sup> <b>Y/N/n.a.</b></p> <p><sup>36</sup> <b>Y / N</b></p> <p><sup>37</sup> <b>Y / N</b></p>	<p><i>Y = +3 pts.</i> <u>N = -3 pts.</u></p> <p><i>Y = +1 pts.</i> <u>N = -2 pts.</u></p> <p><i>Y = +2 pts.</i> <u>N = -1 pts.</u></p> <p><i>Y = +1 pts.</i> <u>N = -2 pts.</u></p> <p><i>Y = +2 pts.</i> <i>N = -2 pts.</i> <u>n.a. = 0 pts.</u></p> <p><i>Y = +1 pts.</i> <u>N = -2 pts.</u></p> <p><i>Y = -2 pts.</i> <u>N = 0 pts.</u></p>	
<p>SPEED:</p> <p>38. Web site or server was inaccessible:</p> <p>a) Never.</p> <p>b) Rarely.</p> <p>c) Only at peak use times (afternoon and evening in the USA).</p> <p>d) Three or more attempts on same day.</p> <p>e) On three consecutive days.</p>	<p><sup>38</sup> <b>A/B/C/ D/E</b></p>	<p><i>A = +2 pts.</i> <i>B = 0 pts.</i> <i>C = -1 pts.</i> <i>D = -2 pts.</i> <i>E = -3 pts.</i></p>	
<i>Total Number of Points For This Page (of 24 possible):</i>			
CONSUMER HEALTH WEB SITE EVALUATION CHECKLIST, PG. 4			

<p>ACCESS:</p> <p>39. Did you encounter any inactive or outdated ("dead") links?</p> <p>40. If so, do the dead links account for over 10% of the total?</p> <p>41. Is there a fee or cost for use of any portion of the web site?</p> <p>42. If so, is the fee or cost a fair charge for unique information?</p> <p>43. How does access to the information through this web site compare to the other available sources?</p> <p>a) Easier to find/use</p> <p>b) About the same amount of effort to find/use</p> <p>c) More difficult to find/use</p> <p>44. Would you visit this site again for this purpose?</p>	<p><sup>39</sup> <b>Y / N</b></p> <p><sup>40</sup> <b>Y/N/n.a.</b></p> <p><sup>41</sup> <b>Y / N</b></p> <p><sup>42</sup> <b>Y/N/n.a.</b></p> <p><sup>43</sup> <b>A/B/C</b></p> <p><sup>44</sup> <b>Y / N</b></p>	<p>Y = -2 pts. <u>N = +3 pts.</u></p> <p>Y = -2 pts. <u>N or n.a. = 0 pts.</u></p> <p>Y = -1 pts. <u>N = 0 pts.</u></p> <p>Y or n.a. = 0 pts. <u>N = -2 pts.</u></p> <p>A = +2 pts. B = 0 pts. <u>C = -2 pts.</u></p> <p>Y = +5 pts. N = -5 pts.</p>	
<b>Total Number of Points For This Page (of 10 possible):</b>			

<i>Total Number of Points For Page 1:</i>	
<i>Total Number of Points For Page 2:</i>	
<i>Total Number of Points For Page 3:</i>	
<i>Total Number of Points For Page 4:</i>	
<b>Total Number of Points For This Site (of 90 possible):</b>	

<b>SCALE</b>	
< 50	POOR
51 - 60	WEAK
61 - 70	FAIR
71 - 80	GOOD
81 - 90	EXCELLENT