

1. Website Details

1. Please complete your details and those of the site you are reviewing

Name:

Contact phone number

Email Address:

Website that you are judging?

2. Content

1. Does the website satisfy the criteria providing the minimum information listed below?

Name of firm

Mission statement and profile

A statement of service or a list of firm's practice areas or a description of firm's expertise

A listing of practising lawyers with a bio or photo

A contact page that includes phone, fax, email and address details

<input type="radio"/> 1	<input type="radio"/> 6
<input type="radio"/> 2	<input type="radio"/> 7
<input type="radio"/> 3	<input type="radio"/> 8
<input type="radio"/> 4	<input type="radio"/> 9
<input type="radio"/> 5	<input type="radio"/> 10

2. How would you rate the quality of information provided by the website (eg is the content informative or detailed enough, in the form of Q&A's, Case Studies, etc)?

<input type="radio"/> 1	<input type="radio"/> 6
<input type="radio"/> 2	<input type="radio"/> 7
<input type="radio"/> 3	<input type="radio"/> 8
<input type="radio"/> 4	<input type="radio"/> 9
<input type="radio"/> 5	<input type="radio"/> 10

3. From the perspective of a user of the website, is the content explained in a clear and understandable way?

<input type="radio"/> 1	<input type="radio"/> 6
<input type="radio"/> 2	<input type="radio"/> 7
<input type="radio"/> 3	<input type="radio"/> 8
<input type="radio"/> 4	<input type="radio"/> 9
<input type="radio"/> 5	<input type="radio"/> 10

4. Is the content on the website reasonably up-to-date?

<input type="radio"/> 1	<input type="radio"/> 6
<input type="radio"/> 2	<input type="radio"/> 7
<input type="radio"/> 3	<input type="radio"/> 8
<input type="radio"/> 4	<input type="radio"/> 9

2007 FindLaw Website Awards Judging Form

jñ 5

jñ 10

5. What is your overall impression on the content of this website?

jñ 1

jñ 6

jñ 2

jñ 7

jñ 3

jñ 8

jñ 4

jñ 9

jñ 5

jñ 10

3. Graphic Design

1. How well do the colours fit in with the general look and branding of the website (eg corporate look for a commercial law firm, or warm and friendly for a family law firm, etc)?

jñ 1

jñ 6

jñ 2

jñ 7

jñ 3

jñ 8

jñ 4

jñ 9

jñ 5

jñ 10

2. How well does the logo fit in with the website's design?

jñ 1

jñ 6

jñ 2

jñ 7

jñ 3

jñ 8

jñ 4

jñ 9

jñ 5

jñ 10

3. How consistent are the photo imagery in style and look?

jñ 1

jñ 6

jñ 2

jñ 7

jñ 3

jñ 8

jñ 4

jñ 9

jñ 5

jñ 10

4. How well do the photo imagery of the website reflect the core business of the law firm?

jñ 1

jñ 6

jñ 2

jñ 7

jñ 3

jñ 8

jñ 4

jñ 9

jñ 5

jñ 10

5. What is your overall impression on the design of this website?

jñ 1

jñ 6

jñ 2

jñ 7

jñ 3

jñ 8

jn 4

jn 9

jn 5

jn 10

4. Functionality

1. How would you rate the site navigation, i.e. is it easy to find the information you were after?

jn 1

jn 6

jn 2

jn 7

jn 3

jn 8

jn 4

jn 9

jn 5

jn 10

2. How quickly were you able to access information you were seeking?

jn 1

jn 6

jn 2

jn 7

jn 3

jn 8

jn 4

jn 9

jn 5

jn 10

3. How easily was it to print and download the information on this site (i.e. in the form of electronic/hard copy)?

jn 1

jn 6

jn 2

jn 7

jn 3

jn 8

jn 4

jn 9

jn 5

jn 10

4. How would you rate the level of interaction available to the user (e.g. the number and usefulness of communication form(s) present on the website)?

jn 1

jn 6

jn 2

jn 7

jn 3

jn 8

jn 4

jn 9

jn 5

jn 10

5. What is your overall impression on the functionality of this website?

jn 1

jn 6

jn 2

jn 7

jn 3

jn 8

jn 4

jn 9

jn 5

jn 10

5. Marketability

1. How would you rate the visibility and prominence of contact details throughout the website?

- | | |
|-------------------------|--------------------------|
| <input type="radio"/> 1 | <input type="radio"/> 6 |
| <input type="radio"/> 2 | <input type="radio"/> 7 |
| <input type="radio"/> 3 | <input type="radio"/> 8 |
| <input type="radio"/> 4 | <input type="radio"/> 9 |
| <input type="radio"/> 5 | <input type="radio"/> 10 |

2. How would you rate the presence of the website address on major search engines such as Google or Yahoo?

- | | |
|-------------------------|--------------------------|
| <input type="radio"/> 1 | <input type="radio"/> 6 |
| <input type="radio"/> 2 | <input type="radio"/> 7 |
| <input type="radio"/> 3 | <input type="radio"/> 8 |
| <input type="radio"/> 4 | <input type="radio"/> 9 |
| <input type="radio"/> 5 | <input type="radio"/> 10 |

3. Based on your impression, how active is the law firm involved in promoting itself (e.g. providing downloadable brochures, firm newsletters, etc)?

- | | |
|-------------------------|--------------------------|
| <input type="radio"/> 1 | <input type="radio"/> 6 |
| <input type="radio"/> 2 | <input type="radio"/> 7 |
| <input type="radio"/> 3 | <input type="radio"/> 8 |
| <input type="radio"/> 4 | <input type="radio"/> 9 |
| <input type="radio"/> 5 | <input type="radio"/> 10 |

4. How effective do you think the site is in attracting potential clients to take further action?

- | | |
|-------------------------|--------------------------|
| <input type="radio"/> 1 | <input type="radio"/> 6 |
| <input type="radio"/> 2 | <input type="radio"/> 7 |
| <input type="radio"/> 3 | <input type="radio"/> 8 |
| <input type="radio"/> 4 | <input type="radio"/> 9 |
| <input type="radio"/> 5 | <input type="radio"/> 10 |

5. What is your overall impression on the marketability of this website?

- | | |
|-------------------------|--------------------------|
| <input type="radio"/> 1 | <input type="radio"/> 6 |
| <input type="radio"/> 2 | <input type="radio"/> 7 |
| <input type="radio"/> 3 | <input type="radio"/> 8 |
| <input type="radio"/> 4 | <input type="radio"/> 9 |
| <input type="radio"/> 5 | <input type="radio"/> 10 |

6. Judges' Comment

1. Please give a summarised comment on graphic design, content, functionality and marketability of this website.