FNIC Checklist for Internet Site Evaluation and Selection

Reviewer: **Date:**	
Web site under consideration:	
Organization name:	
Website Connectivity:	**Yes/No**
Connection to this site quick and complete	
Authority:	
Source or author credentialed/qualified	
Ownership fully disclosed; contact information available (preferably phone/address in addition to email)	
Content:	
Content of the site research-based, accurate and current. Information referenced and verifiable.	
Biased information is professionally referenced. If we include this site, do we list an alternative point of view?	
Educational	
Content targets FNIC audience	
Well written, grammatically correct	
Food and/or nutrition information valuable and within scope of FNIC Web site	
Demand for this information by the public or clients	
Site appears to be maintained and stable.	
Site's external links are reputable and don't contain objectionable material	
Graphics and Layout:	
Images are relevant and enhance the site (do not detract)	
Layout provides clarity	
Other comments:	
Usability:	
Site easy to navigate; site map or table of contents preferable	
Special plug-ins or programs are available on the site, if needed	
Search capability easy to use and helpful	
External links work	
Questionable Features:	
If the site sells products, are they within FNIC standards?	
Does the site require membership or subscription?	

Final Assessment:
___**Recommend this website to replace existing link (delete this link:**_____)
___**This website adds value to FNIC (add to location:** _____)
___ **Do not add:** ____**already linked (location:**_____)
             ____**does not meet FNIC standards**
___ **Don't link now, but useful site for future page/topic area:** _____
___ **Does the site link to FNIC?** _____ **Should they?** _____
Comments: