

**INTERMEDIATE
WRITING**

**A WEBSITE
REVIEW**

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What is a Website Content Review?

[Carmen Krupar](#) April 28, 2012

When thinking about the performance of your business website, the most important place to start is your content. If your website has been up for a while and you have been regularly adding content to the site, the number of pages on your website may have gotten out of control. You probably don't even remember half the stuff that is on your website.

The problem is: search engines and users do remember. If your content has been indexed or bookmarked, visitors may be landing on your site looking at out-of-date content, or worse incorrect pricing/offers. To prevent this from happening, begin scheduling a regular Website Content Review.

What is a Website Content Review?

A Website Content Review is the process where a member of your team, and maybe an objective third-party, go through each page and file that makes up your website and identifies content that needs to be updated, removed or created.

When to do a Website Content Review?

Plan a Content Review yearly as part of your [Website Strategic Plan](#). The first time you perform the Review you will need to get a good inventory of the amount of content saved on your website. Once you have that baseline inventory, follow-up reviews should go much quicker.

If you are planning a website re-design, we would highly recommend doing a Content Review prior to taking down your old website. Before replacing your old web pages, include search ranking data on your old pages when you perform your Content Review. Identify which pages are highly ranked in search results and which pages generate a lot of search traffic. You will want to discuss with your web developer how to maintain search performance through the web redesign process.

How to Start your Content Review

1. First you will want to pull down a copy of all your website files from your website hosting account. Even if you have done this before, do a fresh copy, so you have a current snapshot of your live website. You will want to start at the hosting level because old content may no longer be linked to live pages. This is the only way to get a true sense of what is still out on your website.
2. Create a spreadsheet with a list of all the files. Add columns for the file name, keep, delete, rewrite.
3. Now you need to go through each page of the site and flag it as a keep, delete or rewrite.

This will give you a start. There are many things to double-check before you start removing items from your hosting account. You may want to enlist your web developer or a technical resource to make sure that nothing is removed that could break functionality on the website.

Feeling a little overwhelmed? This is a big job, but a necessary one. We would suggest getting help with your first review and then once you have that baseline, the follow-ups on a yearly basis should be much easier.

SOURCE:

<https://www.cyberverse.com/what-is-a-website-content-review/>

How to Write a Review of a Website

Updated on February 8, 2018



[Jimmie Quick](#)

[more](#)



Source

Different from a Product Review

As a blogger, I've been approached to write dozens of product reviews. More rarely I am approached to write a review of a **website**. Because of my particular niche, the websites I am requested to review are educational ones for children.

After writing so many product and curriculum reviews, I thought it would be a piece of cake to write a website review. However, as I started work on the project, I discovered that reviewing an online service requires a somewhat modified approach than a product review.

Here are my tips based on what I have learned.

Tips for Writing a Website Review

Screenshots

Any online article or blog post is enhanced with photos. For a website review, your images are going to be *screenshots*. If you don't know how to grab screenshots, now is the time to learn. I use the Ctrl+Alt+Print Screen combination which copies the screen into the clipboard. Then I open Paint and paste it in, crop it, etc. There is

plenty of screenshot freeware out there. Do a little hunting and see what works best for you.

When adding screenshot images to your review post, be sure to use the alt tag to add the name of the website you are reviewing. This makes your images SEO friendly.

Choose your screenshots wisely. Pick ones with vibrant colors and large text or images. If necessary, edit your screenshots with explanatory notes. (I use Paint to do this.)

The only problem with screenshots would be if the website owner desires to keep certain aspects of his website underwraps. This is particularly important if the website is a membership only site. So be sure to check with the client before publishing images. Alternatively, the company may have screenshots available for your use.

Overview

Give an overall idea of what this website is. What does it do? What does it offer the user? How does it work, in general terms? Give the big picture before getting into the nitty gritty details.

Ease of Use

Emphasize the ease of use. Most people today are incredibly computer savvy, but sometimes that works *against* us when learning a new site. We are accustomed to breezing through our favorite sites, intuitively clicking just where we need to and rarely stopping to hunt for particular things. When we are faced with a new site, our reactions slow dramatically. We have to think deliberately about how to do the things we want to do. We have to learn new terminology. That can lead to frustration.

Reassure your review readers that the website is easy to use. Highlight the primary features of the site while leaving some things to be discovered. If you're struggling for ideas, see the chart below for features to explore in your review.

Website Features to Discuss

Overall	Helps	Financial
visual appeal	search function	guarantee
loading speed	help/FAQ	secure shopping
ads or ad free?		payment methods
safe environment		
requires plug-ins or software		

Applications & Benefits

Help your readers see how this product would work for them. One of the cardinal rules of a review is to **share benefits not features**.

The reader wants to know how this online service will be to his advantage.

Obviously, you will have to share features too. But make sure to drive home how those features benefit the user. One tip I have here is the "So what?" tip. I ask myself this a lot when writing a review. State a feature, and then ask yourself "So what?" to help yourself come up with the **benefit** of that feature.

Personalize Your Review for Your Niche

The company asked **you** to do a product review because of your personal writing voice and your audience reach. So make your review unique by applying your own personal spin to it. For example, I am a homeschooling mom to one child. I look at everything educational through the lens of *homeschooling*. It's only natural for me to include that aspect in my review. An added bonus is that my readers, mostly homeschool moms, will also be seeing through that same lens. My review becomes more helpful to them when I put my personal spin on the review. It also makes my review stand out from those of any other bloggers who review the product.



Source

How to Deal With Negatives

If you are being paid for your review, dealing with negatives can be awkward. Obviously you want to present an honest review. No amount of money is worth violating the trust of your readers. But your client also expects a favorable report. How can you reconcile these two?

Ignore

You can simply choose not to address them at all. Most readers realize that no online service is perfect. There are certainly going to be negatives, and a potential customer will expect that even if you don't explicitly express them.

Spin

The way I like to deal with negatives is to put a spin on them. An easy way to do this is to use the headings This Website Won't Work For You If....

In that way, your statements are not so much negative as simply describing whom the website would be a good fit for. It also puts the negative aspect on the shoulders of the user rather than the website.

If this seems deceptive, it's really not. As the saying goes, "One man's junk is another man's treasure." Just because I see a feature of the website as a negative doesn't mean that every other user will feel that way. Couching your negative assessments in this way is really fairer to the client than an outright criticism.

Get Feedback

If you are concerned, you may want to send your client a draft of your review, explaining why you feel it necessary to point out a few negative facets. Highlight your credibility with your audience. This is part of what the client is paying you for.

If there are spots the company is especially worried about, you can negotiate revisions. Of course, your honest opinion needs to come through clearly in the review, but if you are worried about alienating your client, just ask.

Nix the Project

If after using the online service you feel that you cannot honestly recommend the website, be upfront about it with your client. If you've already received payment, send it back. As a courtesy to the client, send a brief list of the problems you see with their service. Maybe the company will make the recommended changes and pursue you later for a review you can stand behind.

Paid Reviews or Free Reviews?

Should a blogger be paid for writing a review of a website or online service?

- Absolutely. Her time is worth payment.
- No, getting paid makes the review biased.
- No, getting free use of the website is payment enough.

[See results](#)

About Paid Reviews

Some purists maintain that being paid for a review automatically makes the writer biased. I can respect that stance even though I don't hold it. Obviously, a paid blogger **will** be more careful about saying negative things, but I **do** believe that a paid review can be honest and helpful. Why?

1. As a writer, I know how to craft my review so that it is **both** honest and positive.
2. As a writer, I know how to word the negatives to lessen their impact while still showing that I see the service objectively for its pros and cons.
3. A paid review must be clearly indicated with a statement of disclosure. A blog reader will realize the **potential** for a (not necessarily *actual*) conflict of interest and will read accordingly.

I have written plenty of product reviews, curriculum reviews, and website reviews. They are very time intensive if you do a good job. I appreciate when companies reward my time with a courtesy payment.

SOURCE:

<https://owlcation.com/humanities/How-to-Write-a-Review-of-Website>

How to Write a Website Review

Contributor Updated July 12, 2018

[Home](#) » [The Rewrite](#)

Writing website reviews is an effective way to increase your writing income. You can publish them for payment or shared advertising revenue to several websites or you can publish them yourself on a blog or website. When writing website reviews, there are several elements that should be included in the review, depending upon your audience. Your audience is your primary concern when writing a website review. If your audience is a group of webmasters, your review should be different than if you are writing for the general Internet user. Don't take on more than you can handle. If you do not have the technical expertise or vocabulary to write a review for website developers, then don't. Keep your reviews simple, for the more common Internet surfers. You can even create a template to include all of the elements you wish to include in every review.

Introduce the website, its purpose and your overall opinion on the effectiveness of it providing its purpose. Explain what it is the company does and how effective it is at providing that service.

Review the design. Design is the first thing you notice when you open the website. Is it appealing? Does the color scheme work? Consider how easy it is to navigate the site. Share your opinion on how the design and navigation work. Did you find anything that didn't work? If so, make note of it.

Focus of the site. The focus of a website is the site's intent. Is the intent or purpose of the website clear? Can a first-time visitor easily discover what the website is trying to accomplish? If the website is advertising a product, is it clear and appealing? Would you purchase a product from the website?

Fundamentals of the site. The fundamentals are the basic operation of the website. Do the hyperlinks work? Is the navigation easily understandable? Large websites should have a "site map" for the user to easily see the navigation scheme.

Content is the "meat and potatoes" of the website. Is the content relevant to the purpose of the site? Is it well written? As a visitor to the website, the content should be pertinent. Read through several pages of the website's content, like anything that is published professionally, it should be free of grammatical, spelling and formatting errors.

Evaluate the website for its overall effectiveness. Can you as the user easily accomplish your reason for visiting the website? Was the information or product you were searching for easy to find? Was that information up to date and accurate?

Most websites will have an "About Us" page or other page that introduces the company, its qualifications and writer's profiles. Is the website written by one or multiple authors? With as much information that is available on the Internet, it is important to understand whether the website is accurate and that the writers are qualified to write about the content displayed. Can you easily discover whether they are qualified to write about the website's purpose? Writers should have their own byline or profile page.

Beyond the basics. If your audience is a group of website developers or other group of information technology professionals, you should delve a little deeper in your analysis of the website. Along with the basics discussed in the previous steps, you should discuss: color schemes, alignment and visual organization; marketing capabilities and branding; functions of widgets, forms and html; browser capability and resolution.

Tip

Put your own opinion into the review, it is what the reader is looking for. Don't always look for what is wrong with the website; look for what is done well, too. Be fair and honest with your audience and they will come to respect and rely on your opinions.

SOURCE: <https://penandthepad.com/how-5071665-write-website-review.html>

Sample Website Reviews

By Jeff Johnson (2002):

[Women's](#) [Health](#) [Specialists](#)
(also see Jeff's insightful [GUI Bloopers](#) book)

By Lydia Forbes (2000):

[Airline](#) [Ambassador](#)
[Birth](#) [Network](#)
[Cal-Pep](#)
[Sahara](#)
[CharityFocus](#)

Web site Review for Airline Ambassadors

www.airlineamb.org/index.html

This site definitely appeals to the average person because the layout is so simple but very VERY effective. It is a clean site with a flawless look, and someone without any technical background would definitely appreciate it. The layout makes anyone feel comfortable because it is so well done and clean looking. You feel as if you are in good hands and you know that you will be able to find anything you need on this site.

The design is very professional and well done. I love the washed-out image of the globe on the left behind the links. The site feels great. I suggest that you change the fonts to Arial, a more rounded font, to go with the professional feel of the site. There are minimum graphics, and the graphics there are small and fast-loading. The colors of the images go together nicely.

It is easy to navigate this site because all of the links are right there on the left hand side, and people without image-loading browsers can access the links via the text at the bottom which is very handy and essential for a good site. It is a good idea having a highlight section right in the middle of the screen because it is obvious, and all important information can be accessed by the reader easily.

The two color scheme is good but try adding one or two more colors. Orange/yellow and blue go well together, and the purple color of the accessed links is nice. Maybe a turquoise color somewhere would be good. The content flows very well and is well written. All of the information is in the appropriate place. The only thing with content is the amount of it on the front page! Try cutting down a lot of that information and placing the cut out bits in the About Us section. All you need on the front page is some interesting information to get the viewer in. The design is very consistent throughout all of the pages- clean and easy to read. Well done!

The load time of the page is quite fast, even with the moving link buttons. I did not find any typos or broken links, just very well written information! There are sufficient meta tags on the pages. The CharityFocus logo is present on the main page but not on the subpages. Overall a great site with not only great design but excellent content as well. Great job to everyone involved.

Web site Review for Birth Network

<http://cf1.netmegs.com/birthnet/>

This site would appeal to anyone, technical background or not, because it is simple and very effective. The washed-out image tiled in the background is very welcoming and would appeal to anyone.

The layout is very nice- I especially like the purples which create a comforting feeling for the reader. Plus it is simple, and there is not too much text on the first page which also comforts the reader. The way it is written is great, it actually feels as if the writer is talking to you in a friendly way. The design is excellent- simple and to the point. There is just the right amount of graphics on the site. It is great the way there is a "last updated" icon on the navigation bar, every site should have that. That way, the reader knows exactly how up-to-date the information is and will want to explore if it is newly updated. The only thing with those icons is you have to keep

updating regularly if you want to keep a good reputation!

It is easy to navigate because all of the links are arranged appropriately on the left. The only thing that could be changed with the links is the size and color of them. They are too small and do not stand out very much from the rest of the text. Try using that bold pink/purple color with your links and perhaps make button graphics out of them.

The colors are great, the purples are an excellent choice for this site. But perhaps you should add more color to the banner/logo up the top because it kind of merges in with the rest of the page- you should make it stand out. The design is consistent throughout which gives the site a sense of completion and wholeness.

The site loads quite quickly which is great. I did not find any typos or spelling mistakes within any of the pages, and I checked all of the hyperlinks and found that they all work well. There are no meta tags so they really need to be added. Technical branding is done on each page as directed, and the CharityFocus logo is present.

Web Site Review for Cal-Pep

www.charityfocus.org/host/calpep/.

This site would appeal to the average person in the way that it is very simply done, and everything is very easy to find. There is no messing around here, just the information that they want to convey presented in the simplest way possible. People with no technical background would definitely appreciate the simplicity and ease of navigation in this site.

The layout is very clean, but also kind of bland. It makes you feel comfortable with the site because you don't feel overwhelmed by information, but the presentation of the site needs to be worked on a bit more.

The design is classic- but like I said before a bit too bland. You should think about adding more colors and graphics to the site to liven it up a bit. Perhaps make the link buttons move or light up, or have some kind of animation on the page. Perhaps you could animate the site logo!

It is extremely easy to navigate this site because all of the links are right there on the left, which is excellent. One thing with the navigation is you should have an alternative form of getting around. If someone has a browser which doesn't load graphics, it would be difficult for them to get around this site, so you should have the links in text form at the bottom of the page. Other than that, the navigation is perfect!

The color scheme is effective but should be used more around the site so you can show it off and also liven up the site. The content flows well because everything is in the appropriate place and it is very easy to read- the less huge chunks of text, the better! The design is very consistent- the simple yellow, green and black is used on every page on the left, and the font size and face are the same throughout.

Well done!

The site loads extremely fast because the only graphics are the small welcome logo and the link buttons. Fast load time is always a 'great site factor'. I have read through the whole site and I did not find any spelling or typing errors except one on the main page: "and peer treatment advocacy" you should remove the H in 'treatment'. I have checked all of the hyperlinks and all of them are working fine.

There are no meta tags, so that needs to be fixed. The main page is linked to CharityFocus, but there is no logo. All in all this site is very informative and easy to navigate, but the presentation needs to be worked on and there are a few little glitches. But very well done!

Web site Review for Sahara

www.charityfocus.org/host/sahara

Because of this site's simple layout, it would appeal to someone who didn't have any technical background. There's no high-tech stuff here, just all the information you need in a great design that's easy to understand and read. It's great the way on the main page there are all of the links right there up the top. Having all of the contact information up the top of the main page is handy and useful also, because you don't have to go to another page.

The layout makes you feel comfortable with the site because as I said it's very simple- title, links, text. Very well done. The design is very effective. I like the way you added the little tab at the top for the links to sit in, it's a very clever idea and I don't think I've seen it before. The animated logo is great because it adds some more life to the site, and because it stops moving after a while it is not annoying in the least.

Graphics are kept to a minimum which is great because the load time is cut down. The graphics there are significant and very effective. It is very easy to navigate through the site because you know the links are going to be at the top of the screen no matter what. The consistency of the links really adds to the ease of navigation. The color of the links makes them stand out a lot from the rest of the text which is great- they are easy to see. But I suggest you make the link text slightly larger, to make them stand out even more, or perhaps just make them bold. The red, white and yellow color scheme goes together very well.

The contents of the pages flows nicely, and is very well written. I can tell that a lot of heart has gone into the creation of this site.

The design is very consistent. The only thing with the overall design is the headings for each page. I think an image should be put in place of the words, in the same style as the "Sahara" title, to liven up the pages a bit. Because of the small amount of images the page loads very quickly. The only thing that slows down the load time is the animated title, but I would leave that just the way it is because it really adds to the site. I have found no typos except for a missing period at the end of the text on the main page. All of the hyperlinks are working fine. Meta tags are present, but there is no technical branding on the main page. The main page is linked to CharityFocus by text but there is no CF logo present. This is an excellent site, simple in design and very informative- great work!

Web site Review for the CharityFocus Site

www.charityfocus.org

The site would appeal to the average person because the colors are warm and inviting. When I first entered the site I could tell that a lot of thought had gone into making it an excellent one- I can tell that it has been worked on for a while and has been polished until the creator was satisfied. Someone with no technical background can easily see all this.

The layout makes you feel very comfortable, especially the boxed-in idea of the pages. The soft and warm colors and minimum text on the main page are great; a big chunk of text on the main page always freaks the reader out, which is not what you want.

The design is very fitting for the site's purpose, as I mentioned before the boxed-in layout makes you feel comfortable. The graphics are kept to a minimum which is good because the load-time is cut down significantly. The mouse-over idea you have with the links on the left hand side is good, except the mouse-over image doesn't really go with the flow of the site. A black shadow is a nice idea, but try doing something like making the text on the buttons light up in a warm shade, or make the shadow a different, softer color.

The site is mostly easy to navigate, except the links seem to be all over the place a bit- on the main page there are more links on the left hand side than there are on the rest of the pages. Try to keep it consistent. On the main page there are links on the left, the right, the bottom, and the top. I said that the boxed-in thing was good, but this is a bit too much. It is confusing for the reader to have to search the first page to find what they are looking for. The site map is an excellent idea for any site, but I suggest you put the link in a more obvious place, like with the navigation bar perhaps.

The main colors are perfect, they are very warm and inviting. The contents of the pages flows very well, and all of the writing is very well done and easy to read. Once again you can tell that a lot of heart has gone into this site.

The design is mostly consistent except for the changes in the fonts-on the main page the font for the middle section is Times while on the About Us page the font is Arial/Helvetica. The load time is very fast, which I know everyone appreciates! I did not find any typos, and all the links that I checked worked fine. Great job! Meta tags are present on all of the pages that I checked.

Since I only have Netscape on this computer I cannot compare the view of the site with Internet Explorer, sorry!

Overall, excellent page with lots of heart. I just love the warm feel of it. Beautiful work! The only touch ups are minor and do not affect the average person's experience. Oh and one more thing, it seems like Y2K has effected the date counter!

SOURCE: <http://www.charityfocus.org/static/reviewers/sample.html>