

## 2011 Best of the Web Evaluation Criteria

Item	Description	Rating
<b>Contact Information</b>		
Email Address	Security Office email addresses provided.	1 = Yes, 0 = No
Phone	Security Office phone number provided.	1 = Yes, 0 = No
Address	Security Office mailing addresses provided.	1 = Yes, 0 = No
CISO Name	Chief Information Security Officer name listed.	1 = Yes, 0 = No
<b>Content</b>		
Mission Statement	Security office mission statement provided.	1 = Yes, 0 = No
Technical Publications	Site includes publications targeted for IT staff such as: best practice guides and security research.	3 = Well developed, 2 = Average, 1 = Minimal effort, 0 = Not present
Non-technical Publications	Site includes security awareness materials targeted for a general adult audience. Materials on identity theft, protecting home computers etc.	3 = Well developed, 2 = Average, 1 = Minimal effort, 0 = Not present
Section for Teens	Site includes a page with information for teens. Ex. NetSmartz materials.	3 = Well developed, 2 = Average, 1 = Minimal effort, 0 = Not present
Section for Children (pre-teens)	Site includes a page with information for pre-teens. Ex. IKeepSafe materials.	3 = Well developed, 2 = Average, 1 = Minimal effort, 0 = Not present
Security Policies	Site includes security policies. Ex. State information security policies or sample security policies.	3 = Well developed, 2 = Average, 1 = Minimal effort, 0 = Not present
Video/Audio Clips	Site includes video/audio clips.	3 = Well developed, 2 = Average, 1 = Minimal effort, 0 = Not present
Interactive Training	Site includes a training tool that the visitor can use. For example provides a tutorial and quiz for visitors.	3 = Well developed, 2 = Average, 1 = Minimal effort, 0 = Not present
Security Tools/Applications	Site includes tools for IT staff. Ex. Password strength testing application.	3 = Well developed, 2 = Average, 1 = Minimal effort, 0 = Not present
Links to Other Sites	Site links to other resources such as: NIST; OnGuard Online; SANS etc.	3 = Well developed, 2 = Average, 1 = Minimal effort, 0 = Not present
Security Headlines/News	Site provides links to recent security news articles.	3 = Well developed, 2 = Average, 1 = Minimal effort, 0 = Not present
Calendar of Events	Site includes a calendar of security events.	3 = Well developed, 2 = Average, 1 = Minimal effort, 0 = Not present
RSS Feed	Site includes a RSS feed.	1 = Yes, 0 = No
Website Updated in the Past Week	Site has been updated in the last 5 business days.	1 = Yes, 0 = No or can't tell

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<b>Usability</b>		
No Broken Links	Site does not contain broken web links (internal & external sites).	1 = Yes, 0 = No
Site Index	Site contains an index/table of contents.	1 = Yes, 0 = No
Website Privacy/Security Policy	Site contains a privacy/security policy describing the information the sites collects on visitors..	1 = Yes, 0 = No
Site is easy to use/navigate	User can find information easily. Information is not buried within the site.	3 = Well developed, 2 = Average, 1 = Minimal effort, 0 = Not present
<b>Accessibility</b>		
Alt Tags for Images	Images contain descriptive Alt tags for visually impaired visitors. Ex. Graphics on the page include a description.	1 = Yes, 0 = No
Descriptive Links	Site uses descriptive links for visually impaired visitors.	1 = Yes, 0 = No
<b>Appearance</b>		
No Typos	Site does not contain typos.	1 = Yes, 0 = No
Visually attractive	Site has an attractive professional appearance. For example <a href="http://www.data.gov/">http://www.data.gov/</a> has been identified as well designed government website.	3 = Well developed, 2 = Average, 1 = Minimal effort