

## EMPLOYEE EVALUATION

NAME: JOHNNY WEBSKE

POSITION: CUSTOMER SERVICE

	Pass	Fail	Needs Improvement
<b>PROFESSIONAL APPEARANCE</b>			
Is the design, font and color appropriate for the audience?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Are images high quality?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Is everything spelled correctly?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Are you using a "real" e-mail address?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>COMMUNICATES EFFECTIVELY</b>			
Can visitors quickly tell what your website offers?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
What is your Unique Selling Proposition	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Is navigation clear and well labeled?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Can they find your contact information easily?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>PERSUASIVENESS</b>			
Is there a call to action on every page?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do you display trust signals like client logos and endorsements?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Is there "social proof" like testimonials or subscribers?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>RESPONSIBILITY</b>			
Is an SSL Certificate in place?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do you have a published privacy policy?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Is there "social proof" like testimonials or Facebook Fans?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>FINAL RATING</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

For questions regarding your current website, or to discuss a new project contact Made for You Media at **336-303-0640**.