		POINT VALUE	%	ELLIOT	HILLIER	HUDAK	KLEES
	DESIGN & LAYOUT	**10**	**33%**	**9.25**	**10**	**8**	**0**
1.1	Does the site have the polish of a professional design?	4		4	4	3	0
1.2	Does the site's visual style follow consistently throughout?	0.5		0.5	0.5	0.5	0
1.2.1	Does the visual identity follow through to secondary online areas (e.g. facebook page, twitter)	0.5		0.5		0.5	
1.3	Does the design aid in or enhance the candidate's brand or identity?	1		0.25	1	0.5	0
1.4	Is the site easy to navigate and find major campaign areas?	1		1	1	0.75	0
1.5	Is the site's use of type styles and graphics readable? Is the text easy on the eyes, or is it difficult to read and follow. Is there an appropriate amount of white space?	1		1	1	0.5	0
1.6	Are the links arranged in logical manner, or interspersed willy nilly throughout the site?	0.5		0.5	1	0.5	0
1.7	Is the site displaying correctly through different browsers? i.e. Safari, Firefox, IE	0.5		0.5	0.75	0.75	0
1.8	Is the site mobile friendly? ie. iPhone, Blackberry, PocketPC	1		1	0.75	1	0
	CONTENT	**10**	**33%**	**1.25**	**8.75**	**5.5**	**0.5**
2.1	**Policy Content**						
2.1.1	Policy Content Exist	2		0	2	0	0
2.1.2	Designated policy area	0.5		0	0.5	0	0
2.1.3	policy content centrally located or dispersed between written declarations media releases video messages	0.25		0	0.25	0	0
2.1.4	new policy announcements regularly	0.5		0	0.25	0	0
2.1.5	designated place to provide feedback or discuss policy issues specifically	0.5		0	0.5	0.5	0
2.2	**Campaign Content**			-	-	-	-
2.2.1	Is there a central campaign message/slogan?	1.5		0	1.5	1.5	0
2.2.2	Is there a central place to follow the candidate's physical whereabouts?	0.5		0.5	0.5	0.5	0
2.2.3	Ability to subscribe to campaign updates, via email or RSS? Does not include the ability to follow through twitter or Facebook	0.5		0	0.5	0.5	0
2.3	**Updates**			-	-	-	-
2.3.1	Is the site updated at least once every two days	0.5		0.25	0.25	0.5	0
2.4	Interactivity & Variety of Media	0.25		0	0.25	0.25	0
2.4.1	Does the site invite input or have a discussion area for the campaign in general (not including policy)	1		0	1	1	0
2.4.2	Is there a direct line to the candidate?	0.5		0	0.5	0	0
2.4.2.1	Does the candidate personally respond?	0.5		0	0.5	0	0.5
2.4.3	Is there a mixture of video, audio, and text based content?	0.25		0.25	0.25	0.25	0
2.4.4	Does the campaign provide daily/weekly podcasts?	0.25		0	0	0	0
2.4.5	Is the multimedia content updated regularly?	0.5		0.25	0	0.5	0
	SOCIAL NETWORKING PRESENCE	**10**	**33%**	**7.5**	**6**	**10**	**3.5**
3.1	Can the candidate be followed on twitter?	2		2	2	2	1
3.1.1	Is it personal?	1		0.5	1	1	0
3.1.2	Is it updated at least once per day?	1		0.5	0.5	1	0
3.1.3	Does the candidate have a facebook page?	1		1	1	1	1
3.1.3.1	Is it personal?	1		0	0.5	1	0.5
3.1.3.2	Is it updated at least once per day?	1		1	1	1	1
3.1.4	Does the candidate post YouTube videos and link them to the main site?	1		1	0	1	0
3.1.4.1	Are they personal?	1		0.5	0	1	0
3.1.4.2	Are there any campaign specific videos addressed to the membership?	1		1	0	1	0
	TOTAL POINT SCORE	**30**		**18**	**24.75**	**23.5**	**4**