

Website Employee Review



Employee: http://

Review Date: _____

Reviewers: _____

Part 1: Define Responsibilities

Primary Roles & Responsibilities

- 1) _____
- 2) _____
- 3) _____
- 4) _____

Secondary Roles & Responsibilities

- 5) _____
- 6) _____
- 7) _____
- 8) _____

Instructions for Reviewers

- 1) Define primary and secondary site roles/responsibilities.
- 2) Evaluate performance by circling the appropriate response, add notes where relevant.

- 1 = substandard, systems don't address challenge
- 2 = below average, needs overhaul
- 3 = average, could benefit from improvement
- 4 = above average, on par with other companies
- 5 = gold standard

- 3) Identify criteria for success and assign responsibility.
- 4) Revisit goals from last review, set goals for next review.

Part 2: Performance Evaluation

- 1) **Personal Appearance** 1 2 3 4 5
Does your site represent your organization's mission? Does it relate to your audience? Is it easy to use?
Notes: _____
- 2) **Productivity** 1 2 3 4 5
Is your organization taking full advantage of your website to deliver on the responsibilities listed above? Are you providing services at or above the level of those provided by your competitors?
Notes: _____
- 3) **Job Knowledge** 1 2 3 4 5
Does your website contain all the available information to encourage visitors to donate, make contact, etc? Do you have a system for efficiently updating the content on your site? Are the subject matter experts at your organization enabled to make changes and updates?
Notes: _____
- 4) **Client Interaction** 1 2 3 4 5
Does your site drive visitors to actions corresponding to the responsibilities listed above? Are you avoiding distractions in key process areas? Are you providing an offline option?
Notes: _____
- 5) **Attendance & Punctuality** 1 2 3 4 5
Does your site contain outdated information? Do you have sections of your site that have been "under construction" for more than a week? Is your site stable? Are you handling errors gracefully? Do you have a helpful page not found message?
Notes: _____
- 6) **Initiative** 1 2 3 4 5
Are you doing everything you can to get your website in front of key audiences? Is your site optimized for your industry or service area keywords?
Notes: _____

Part 3: Identify Performance Indicators

It is critical that you establish performance indicators that track your site's success in performing its assigned responsibilities. Some examples of performance indicators include: unique visitors/week, visitor conversions, total online donations, volunteers recruited, incoming links, etc. It's important that you establish objective measures for as many of your site's responsibilities as possible.

	Description	Goal(s)	Period	Responsible Party
ex.	Total Unique Visits	1,4	Weekly	John Smith
1)				
2)				
3)				
4)				
5)				
6)				
7)				
8)				
9)				
10)				

Part 4a: Review Goals

Review the outcomes of goals you set at the last review and determine if any goals need to be carried forward into the next period. Setup postmortem meetings with appropriate staff for each failure to determine next steps.

	Goal	Outcome	Review On	Notes
1)				
2)				
3)				
4)				

Part 4b: Set Goals

Given the performance indicators you've selected above and your strategic objectives over the course of the next review period what outcomes would mean that the site had met the criteria for success?

Goal 1:

Success Criteria:

Notes:

Goal 2:

Success Criteria:

Notes:

Goal 3:

Success Criteria:

Notes:

Goal 4:

Success Criteria:

Notes: