Rating Criteria
Comparison

CRITERIA	BROOK-INGS	BOW
1. **211/311/511**		X
2. **Ads (not having)**	X	
3. **Audio clips**	X	
4. **Calendar**		X
5. **Comment -** Do you offer an area to post comments? Message board? Do you have a survey? Do you offer live help/chat?	X	X
6. **Credit card**	X	
7. **Databases**	X	
8. **Digital signatures**	X	
9. **Disability -** Does it pass Watchfire test, or W3C standards? Does it comply with priority level one?	X	
10. **Email –** (not just for webmaster)	X	X
11. **Email updates (subscriptions)**	X	X
12. **Foreign language**	X	X
13. **Maps, out-of-band**		X
14. **Mobile, text alerts**		X
15. **Online services -** Do you have any unique services? Is there a centralized list? Innovative online services?	X	X
16. **PDA or handheld devices**	X	X
17. **Personalization -** Do you allow visitors to tailor the website?	X	
18. **Premium fees -** Do you charge to access databases, special reports, license searches, subscriptions?	X	
19. **Privacy policy -** Do you prohibit commercial marketing, cookies, or sharing personal info? Do you share info with law enforcement? Do you use software to monitor traffic?	X	
20. **Publications**	X	
21. **RSS**		X
22. **Security policy**	X	
23. **User fees -** Do you charge? (renew licenses, vital records, reservation fee, registration renewal fees, traffic tickets)	X	
24. **User-controlled text size**		X
25. **Video clips**	X	
26. **Weather**		X

Other items

Brookings University	BOW
> Flesch-Kincaid test (8th grade) > Main portal link > Consistency from page to page > Search engine > Kids pages	> User-generated content > Blogs > Social networking > Transparency of government > Mashups > Mobile > Crowd sourcing