How to evaluate a blog

“Have a look at my blog, what do you think?”

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for

ict-km
collaborate, create, communicate
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Foreword

This guide assembles a series of posts on blog evaluation published by Peter Casier on blogtips.org in 2010.

In his series, Peter describes a heuristic approach to evaluating a blog’s key areas with the purpose of providing clear, actionable recommendations.

The series originally targeted anyone asked to evaluate a blog and, therefore, assumed that the evaluator was not the blog master/owner.

The ICT-KM team of the Consortium of International Agricultural Research Centers has edited and packaged the series in a guide, offered as a document for offline reading.

We hope the guide here will be a useful tool for blog masters and owners to carry out a self-assessment of their own blog(s) and will provide some insights on things to consider when designing a new blog. There are many aspects of a blog that are not covered in this guide, such as their integration in organizational communication strategies and policies, workflows, etc. However, we do hope it provides some good insights on how to draw up checklists for evaluations.

Credit goes to Davide Piga for collecting the posts, and members of the ICT-KM team for the final editing, link-checking and packaging.

- The original series on Blogtips.org: http://www.blogtips.org/how-to-evaluate-a-blog-introduction/
- This document is part of the How can I... series on ictkm.cgiar.org: http://ictkm.cgiar.org/tutorials

Feel free to share, circulate, download and print the guide. Remember, that this guide is licensed under the Creative Commons Attribution-NonCommercial-ShareAlike 3.0 Unported License and that photos should be credited to Peter Casier.

Leave your comments, suggestions, further insights at http://ictkm.cgiar.org/tutorials/evaluate-a-blog/

Enjoy it!

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Table of contents

Introduction .............................................................................................................................................. 4
Part 1: Ask questions............................................................................................................................... 5
Part 2: Check the numbers......................................................................................................................... 7
Part 3: First impressions.......................................................................................................................... 11
Part 4: The use of real estate .................................................................................................................. 13
Part 5: The user experience .................................................................................................................... 15
Part 6: Speed ........................................................................................................................................... 17
Part 7: SEO or Search Engine Optimization ............................................................................................. 19
Part 8: Graphical Presentation ................................................................................................................ 22
Introduction


It is encouraging to see how many nonprofit organisations discover the power of social media and the added-value of blogs. Comes a time, though, where any blog master asks the question: “Am I on the right track here?”

You can look at your own blog until you are dizzy. You still won’t see what someone else sees. You’re too deep into it. No wonder that often people ask others for help. “Have a look at my blog, what do you think”? Some ask for a subjective one-minute glance, others request a more in-depth analysis and concrete help to improve their blog.

How do you approach a detailed analysis of a blog? How do you structure the areas you want to cover and offer suggestions?

In this guide, I will describe how I evaluate a blog, in 8 steps:

1. **Ask questions**: Get to know the background: Why, How, Who?
2. **Check the numbers**: Analyze the basic traffic patterns and Analytics numbers
3. **First impressions**: How does a first time visitor see the blog?
4. **The Blog’s real estate**: Are all the relevant parts visible?
5. **Usability**: How accessible and “usable” is the blog?
6. **Speed**: Is the blog optimized for all bandwidths?
7. **Search engine optimization (SEO)**: How does the blog cater for search engines crawlers?
8. **Graphical presentation**: The different parts that should make a blog “pleasing to the eye”

Whenever you evaluate someone else’s blog, **keep some tips in mind**:

- **Be balanced**: many blog masters spend a considerable time and efforts on their blog. Show respect for their work by stressing the good parts just as much as the points to improve
- **Relativize your comments**: some points you will mention are objective, some others, especially ‘first impressions’ and the ‘graphical presentation’, will be subjective. Make a clear distinction between the two.
- **Be constructive**: don’t just point out the problems, but also propose solutions or alternatives
- **Educate as you go along**: indicate which tools you use to analyse the different parts so they can continue working on their blog, where you left off
- ** Reserve the time to explain**: Often you cannot write down all the different bits and pieces in detail, so take your time to elaborate and expand on their questions while sitting with them one-on-one or during a Skype session.
- **Illustrate your comments**: When you refer to certain posts or sections on their blog, include a link to that part, and insert a small screenshot of it, in your evaluation
Part 1: Ask questions

In evaluating a blog, try to understand “the environment” before even looking at the blog itself. Ask the most relevant questions to the blog master, so you can form an idea of what is in their mind: what is this blog all about? What’s the purpose? How are they set up...?

- **What is the purpose of the blog?** Inform people about the project updates? Is it a resource repository or a reference library for the insiders, for researchers, for the general public? Is it an advocacy or an awareness tool, a fundraiser?

- **Who is the intended audience?** Is the blog meant for a broad public, or for a more specialized readership? Do they reach that audience already, according to them? In view of that audience, what is the overall “smell” they want the blog to have: playful, dynamic, serious, sober..? Always an interesting question for nonprofit organisations working with an audience ‘on the other side of the digital divide’: Does their audience have any restrictions on bandwidth?

- **What is the real dynamic content on the blog?** Is it the blog posts themselves, as in 90% of the cases? Or are the document repositories more important? Or a series of maps, or a series of feeds? How often do people update the most dynamic content?

- **What is the lifespan of the blog?** Something which will be used for the next years to come? How much will it grow? Are they thinking of adding other content sections?
- **How is the blog updated?** Is it centrally updated by a team, or by a single blogger? Who writes and who posts the blogs, the “content writers” or the “web people”? Are those people used to blog, willing to spend some time to shape a blog post? What is their typical workflow from idea to blog post?

- **How can the content be divided up?** If it is not immediately obvious from the blog itself: is the content divisible in different sections by subject?

- **Where is the blog hosted?** Is it a [self-hosted blog](#) on one of their servers, is it externally hosted, or are they using a blogging service (Blogger, WordPress.com) to host it?

- **Are they seeking another layout, theme or presentation?** Have they seen another blog or theme with a layout they like? What do they like about it?

- **What do they like, and don’t like about their own blog?** According to them, what are the problems they see, the challenges they have? What are they trying to improve? Why?

- **Have they ever asked their visitors for feedback?** Did they check what their own audience likes, doesn’t like? What their loyal visitors miss or suggest to change? How easy can they find the information they are looking for? How do they appreciate the blog in general?

These questions will draw a background picture for you. Do the rest of the evaluation keeping the answers in mind.
Part 2: Check the numbers


We can discuss blog statistics, visitor trending and referral patterns for days and on end. We don’t need too many figures for a general blog evaluation: only the basic traffic statistics will already give us a good view of:

- the blog and visitors’ profiles, and
- a trend over time.

The main purpose of this exercise is to draw a picture of:

- who visits the blog
- where they come from
- what they are interested in
- how interested they are in the content
- how the blog progresses over time.

Assuming the blog uses Google Analytics – as any serious blog should do -, ask the blogmaster to give you an Analytics profile, or direct access to the blog statistics.

Oh, and before you start: read my tutorial on how to interpret the quality and quantity of blog traffic. That will give you a good background to which figures are really important, and how to get them.
1. Profiling a blog and its readership

Remember, the purpose here is to try to form a picture of a typical visitor using some very basic data:

- **Look at the typical statistics over the course of a week.** Anything unusual? For instance: do you see a dip in the weekends? If so, this indicates the people use the blog as a resource for work, and they clearly plug into the ‘professional’ market.

  ![This blog clearly shows a dip during weekends](image)

- **How long do people stay on the blog?** What is “the time spent per page”? If more than 1.8 minutes/page, then people really read the posts. If less, then we get too many people on our blog who don’t really get what they are looking for, or don’t find what they are interested in.

- **What is the bounce rate** (percentage of people who leave the blog from the first page they visited)? I use the norm where any bounce rate less than 80% indicates a good retention rate for visitors, for an average blog. This means that while reading one page, we somehow got 1/5th of our visitors interested in another page too. The lower the bounce rate, the better.

- **Are most visitors, returning visitors or new visitors?** New visitors are good, but returning visitors are better (Again, read my analysis “Traffic quantity versus quality”).

- **Related to that, what is [homepage hits] divided by [Google visit hits]?** If < 0.3, the blog has much more random visitors than regular visitors. Meaning: either Google really loves the blog (hardly), or (most probably) there is room to improve the amount of returning (loyal) visitors.

- **Are most visitors coming in from referral sites, or do find the blog through search engines?** There should be a good balance between the two. Good “search traffic” is *buono*, but is only a thin bubble if there is no referral traffic: it is not possible to sustain a blog without a good number of sites who are referring traffic to it.

  If you have a bubble blog, your content is not appreciated by your peers. For a blog, that is a bad sign, a sign your content lacks quality, readability, credibility, accessibility, and is not appreciated by your peers. The worse that can happen to a blog, in my opinion.
• **Are there any particularly popular posts, which stick out?** Why were those posts popular? Was it because of a Reddit/Digg hit? Or because a popular blog picked it up, and referred to it? Or simply because it is a popular subject for the general public? “Hit posts” are a gold mine for a blog. Check with the blog master if there any way we can capitalize on those popular posts. Can we expand those subjects? Ensure we have embedded sufficient links to related posts, so we can have the random visitors, attracted by that single popular post, to other content in our site,…

• **How many referrals come in from search engines?** Abnormal low figures might indicate an SEO (Search Engine Optimisation) problem: it is very well possible that even a high ranking blog (with a pagerank of 5 and higher) makes it difficult for search engines to find its key content. Evaluating a blog’s SEO is stuff for an upcoming post in this series.

• **How many referrals come in from social media and social bookmarking sites** like Twitter, Facebook, Reddit? Is the blog master actually doing a conscious effort to promote the blog on social media? Often not. The power of social media is generally under-used to promote the content of a blog. You might check [my series on how to promote your blog](#) using social media tools.

2. **Analyzing traffic trends**

Absolute figures are nice, but often it is even more interesting to look how the blog evolved over time.

In principle, I like to see a blog evolve for the better. I like to see a positive trend in the visitors, in the retention rate of the visitors, in the amount of traffic coming in from the search engines and referral sites. I would expect, that over time, as a blog gets more content, I can also see a clear trend. A stagnating blog, is a blog which does not fully live up to its potential.

As a tool, once more Google Analytics is your main ally. To see trends, select larger period of the blog’s statistics, and click on ‘Graph by week’. This will take out the ‘sporadic noise’ you see in ‘Graph by day’, and show you how the blog evolved over time:

![Blog statistics per day show a lot of noise](image)
... but statistics "per week" show the trends more clearly

- Do you see the amount of visitors growing? You should!
- Any trend in “new visitors”? Going up or down? “Up” is the way to go!
- Is there a trend in pages/visit, time/visit, and bounce rates? The first two should go up, the latter should go down.
- Any trends in referral traffic, traffic from search engines? All should go up.

Once again, it is easy to get hooked on figures, on statistics. Remember, blog statistics are not “the goal” for a blog, they are “a means” to observe how our visitors react to the blog and to identify areas for improvements or changes.
How to Evaluate a Blog – May 2011

Part 3: First impressions

Originally posted at: http://www.blogetips.org/how-to-evaluate-a-blog-first-impressions/

It is time to look at the blog itself. We will concentrate on an area which is often overlooked. People tend to lose sight of the forest while wandering between the trees: while evaluating a blog, it is easy to get absorbed into technical details, and lose track of some of the important factors what will make a blog appreciated by the visitors: the first impressions.

The first impressions of a site are one of those main “This is Cool”-factors that distinguish one blog from the next. “First impressions are lasting impressions”, they say. Websites and blogs are no different.

Web users form their first impressions of web pages in as little as 50 milliseconds (1/20th of a second), according to Canadian researchers. In own case study, I found out that first time visitors only spend 20 to 50 seconds to make up their mind if they want to stay on the blog or not.

This is the stage of the evaluation where you, the esteemed “blog evaluator”, have to go “Ommmm”, clear your mind, and load the blog. You are now someone who sees the blog for the first time. So whatever you do, register what you see and feel, but do it fast.

• What is the very first feeling you have? Does it make you feel “Eh?!” Or “Mmmmm”? or “Yummy”, or “Beh”? Why?
• What is the first impression you get? Is it “busy”, “peaceful”, “classy”, “playful”, “flashy”, “classy”, “avant-garde”?
• Does it look intriguing, is it inviting, does it stir your interest?
• Are the different parts of the blog clear at first glance? Which parts do you notice immediately?
• Can you see the main parts of their ‘main blog real estate’?
• Do you immediately understand the main headlines of the blog, the blog posts, the widgets? Do the headlines help you understand what this blog is all about?
• Can you distinguish the different parts of the blog in a few seconds?
• At first glance, can you tell what the blog is about? Who writes it, what the purpose is, which organisation is behind it?
• Can you immediately find some kind of navigation, is it clear how to navigate the blog?
• What is your first impression on the blog speed: Does it load fast, or not? – Blog speed will be revisited in-depth in one of the next parts.
• Can you immediately figure out how to flip through the posts, and browse different pages?
• At the first glance, does the blog give the impression someone did an effort to make it accessible, to make it look good? Or does it feel like sloppy work?

Remember: you need to do this evaluation fast, in pretty much the first minute you look at the blog. Write down all of these first impressions, as they make an important part of your feedback to the blog master. After five minutes, you will have forgotten most of it, and you will start wandering into details.
A blog crams a massive amount of data onto a small space: a computer screen. The screen is the maximum usable surface on which we can build the different bits our visitors will find interesting. Really, if you think of it, constructing a blog is like playing with building blocks on a piece of real estate.

Visitors expect certain information. If, during our evaluation, we don’t find them on the blog, there must be a real reason for it, unless if they were forgotten – which is most often the case. There should also be a good reason for the position of each information block (widgets or posts, or icons…). And there should be a solid rationale for the way the blocks are grouping together, as well.

This is not only important for the home page, as most visitors actually land on individual blog posts. So, we will also look at the pages for individual blogs, the tag and category pages, and the pages displaying search results.

For each , the prime real estate is the most important part: “The Blog Above the Fold”, the part of the blog one sees without scrolling down. So let’s run a checklist for that prime real estate. And remember: no scrolling! Look only the part you see on your screen when you load a page,

Can you see what a user expects to find:

- The name of the blog
- The branding (logo, banner)
- A key slogan explaining what the blog is all about
How to Evaluate a Blog – May 2011

- A link to the home page
- Links to key information ("about", "contact", "author")
- Some type of navigation (be it categories, or a real navigation menu)
- Basic hooks for visitors: RSS and Email subscriptions (these should be very prominent!)
- Optional hooks for visitors: social bookmarking and social networking sites
- Links to the key goals and key areas of the organisation or of the site itself (fundraising, cooperation, key content)
- A search bar
- On the home page, do you see the first of the blog posts, or at least the summary of some blog posts

Most of that is key information a user expects without exploring the page further, without scrolling down or sideways.

Next, let’s look at the rest of the page real estate (and yes, now you can scroll down!):

- which widgets do you see in the side columns. Are they interesting or space fillers? Are they kept up to date?
- how are the widgets grouped together? Does the grouping and the sequence make sense?
- are the most important widgets displayed prominently?
- are the most important widgets on the same position for all page types? ( Preferably, they should!)
- Does the blog have specific widgets which only appear on certain types of pages and does that choice make sense?
- What can we find in the footer? More widgets? Relevant data or mere space fillers?
- Are the titles of the widgets clear?
- Do all of the widgets load well?
- Do you see key content: a sequence of posts, a sequence of post summaries?
- Can you see any widgets linked to the displayed posts, like "Related posts" or "About the author of this post"?
- How is key content promoted?

Remember, do this for the home page, but also for:
- the single blog pages (the type of page most users land on)
- the categories and tag pages
- the posts as they are represented through the search

In the evaluation of a blog’s real estate, the key questions are:
- Do the different blocks make sense?
- Are the different bits of information relevant?
- Is there a reason why each piece of information sits where it does?
Part 5: The user experience

Originally posted at: http://www.blotips.org/how-to-evaluate-a-blog-the-user-experience/

“User experience” or “Usability” is a big word for webmasters and serious bloggers. It is all – as many things while evaluating a blog or a website - about “putting yourself in the shoes of your visitors”.

In this part of our evaluation series, I will restrict our analysis to the key points of “How easy is it to use the blog, to find information”.

The key questions to answer are:

- When you land on the home page, or a blog page, is it easy to understand, or at least to find out, what this blog is all about?
- Does the navigation make sense to a novice user?
- Is it easy to find the key content, the content the blog wants to promote or that differentiate this blog from the next?
- Does the navigation help in finding key content? Remember, key content should never be more than two clicks away...
- Can you easily find key content through the search function? Try searching for a couple of keyword, which are supposed to be prominent or typical for this blog. Can you find the ‘ace posts’?
- When reading a blog post, is it easy to find content related to this post?
- Are the posts themselves easy to read? This might be related to the language used, the formatting, or the graphic presentation.
- Do the widgets make sense? Do they contribute to the quality of the blog, to the quality of the content?
• When there are different ways to navigate, do these overlap? Is multi-navigation contributing to the ease-of-use or are they confusing to the users?
• Looking at the different pages, as an ad hoc visitor, take note of what don’t you understand, or what does not give you what you expected. There is a good chance others won’t understand neither.
• Check Google Analytics figures to find out how much people use the navigation (either through navigation menus, category and tag lists, the search function).
• Is it easy to subscribe to the blog? Any visitor who subscribes to your feed, is one more guaranteed returning visitor (link). How easy do they make it for anyone to subscribe to the feed?
• Are the feeds actually working, and consistent? Often one feed icon refers to the native RSS feed, while others refer to a Feedburner feed. – To be avoided!
• Are ‘ALT’ attributes used for icons (the text shown when hovering over an icon) giving additional explanation on the function of the icons? Is that explanation clear? Or confusing?
Part 6: Speed

Originally posted at: http://www.blogetips.org/how-to-evaluate-blog-speed/

The download speed of the home page, and the individual pages on a blog are important. Internet users are an impatient bunch. Even if they have a good Internet connection, people will not wait for a page to download for more than 30 seconds. Often we forget not everyone uses high-speed connections. Pages of 1 Mbyte are a bitch to download over anything less than an ADSL link, and will chase people away faster than we can attract them to our blog. No matter how good our content is, if a blog is slow, it won’t be successful. Beyond the relation between usability and speed: Search engines started to penalize slow sites by ranking them lower.

So, in short: the blog speed analysis is a key element in the evaluation of a blog. While evaluating the speed of a website, I use Mozilla Firefox with two plug-ins:

- “Firebug” allows me to analyse in depth the size and download speed for the different parts of a page
- “Google Page Speed” gives me a generic overview of the main issues, and gives tips on how to improve them

While I wrote before about basic principles to speed up a blog, here are the common issues to look at:

- How fast does the home page, and the individual blog page load? Anything more than 30 seconds on an ADSL line, is a no-go.
- What is the actual size (in Mbytes) of the home page, and the individual pages? Keep them below 0.5 Mbyte, for sure!
- Are pictures properly compressed? Most of the blogs which are slow, don’t compress pictures.
- Are pictures actually displayed at their true dimensions, or are they resized on the fly? Avoid on-the-fly resizing, it is a waste of resources!
• Is there any way we can optimize the most commonly used image elements (like the banner, icons, etc...) which appear on most pages?

• Are the dimensions (the “width” and “height” attributes) defined for all pictures? This helps a browser calculate the position for each picture much faster.

• Are there any image elements stored on external servers, which might slow down the page? This is a typical problem I found for social media bookmarking icons, or the “Creative Commons” logo... It is often worthwhile storing these on the blog’s own server

• Any way to group sets of icons into one picture or splice rather than displaying them individually?

• Are all image elements stored on the same domain? Most if the time, it is worthwhile to store the static elements (icons, background images, header images) on an external server, and the dynamic elements on the blog’s server. This way, the browser can load them in parallel

• Does the blog use a cache, and does it use the cache properly? Do they pre-cache pages?

• Do they use page compression? They should!

• Do they leverage browser caching for static content (icons, style elements, scripts...)? Static content such as CSS and icons should have a long cache lifetime

• Are there any widgets or plug-ins slowing down the blog? Many bloggers love to include plenty of widgets, but the more widgets, the slower the blog. I have seen a frequent problem with carousels of Flickr pictures, or ‘most recent videos’ and ‘subscriber’ thumbnail widgets, which all use resources from an external server. Often, those resources are overloaded, and 90% of the time, they will slow down your blog. A simple remedy is to display a static picture of that widget, and make it click-able so the visitor still gets the functionality as before, but without the dependency of the external server speed.
Do the test yourself: Google the main keywords which should be relevant to the blog you are evaluating. Does the blog feature on the first search page? If so, cool! That’s what we want!

How about Googling a key phrase, or key title, or some key issues which have been well covered in the blog content? Does the blog appear on the first search page? If so, the blog is on the right track.

If not, the blog needs some tweaking of the SEO (Search Engine Optimization).

More often than not, there are excellent blogs with superb content, but with a failing SEO. Their content can’t be found easily by search engines and thus won’t be properly indexed. If people can’t find the content on a blog through a search engine, the blog does not live up to its potential. A waste of resources, really...

It is even more frustrating if the blog has a good Page Rank (PR4 and up) and STILL does not feature well in Google searches.

Basic SEO is simple, and does not take a lot of time but it makes a hell of a difference. Here is a basic SEO checklist to run through, as part of your blog evaluation exercise:
• What is the blog’s pagerank? If PR 4 or higher, they are on the right track. Check the Google backlinks with the URL:

http://www.google.co.uk/search?q=link:http://www.myblog.com

(e.g. backlinks for BlogTips) How many other sites link to the blog? 20 or 30 is good. The more the better. Ask the blog master if any efforts are done to encourage other blogs to link back. The more backlinks, the higher the pagerank, and the more prominent the blog will feature on Google searches, thus the more visitors a blog will get. Update: Actually to check backlinks, there are tools available which give you more accurate and up-to-date backlink lists. Try Google Webmaster or Yahoo SiteExplorer for one!
• Google the content and keywords which are pertinent to the blog. Can you find the blog at all? If some keywords fail to return the blog, you might have to stress these within the blog content, by using them in the blog META description or using them repeatedly within <h> <i> <em> <b> tags within blogposts.
• Google the blog. What is the blog summary displayed on the search result page, for both the home page, as well as for blog pages? Are those appropriate? If not, you will need to change the metadata description tag.

![Blogtips on Google](image1)

![Meta data for Humanitariannews.org, one of my blogs](image2)

• When looking at the source code for the blog’s home page, and the post pages, can you see the metadata “Title” and “Description”? These are a must for proper SEO.

• Do the images have “alt” and “title” tags, which makes the images easier to index-able by search engines? Often one-third of the search traffic is generated by image searches. Don’t ignore that traffic.
• Do the posts make proper use of the <h> header tags to emphasize key words? Using <i> <b> <em> tags helps too… Search engines give keywords in phrases with these tags a higher priority
• Are there any invalid out-links on the home page, and on individual pages? Invalid or outdated links are penalized by search engines, so check our out-links regularly, using this tool for instance: http://validator.w3.org/checklink

• Are the tag-pages, category-pages and archives indexed? They should not, unless if you have a really good reason to do so. Tag-pages and category-pages can return dozens of useless blogposts for a certain Google search. It is better to only index blogposts and pages.

• Does the blog use an SEO tool or plugin, so they can define the meta data for the blog and the individual posts? Do they use it properly e.g. are they redefining the TITLE meta tag for posts which have a cryptic (but eye-catching) title?

• Does the blog use canonical URLs for the pages, or are the URLs cryptic? URLs like:

  http://myblog.org/simple-SEO

are much better than:

  http://myblog.org/?page=130

Proper basic Search Engine Optimization takes just a little effort, but gains significant returns...
Part 8: Graphical Presentation

Originally posted at: http://www.blogtips.org/how-to-evaluate-a-blog-graphics/

While most of the previous blog evaluation criteria were pretty objective, we now move into a much more “touchy & feely” area: the aesthetical presentation of a blog.

Website graphics are a means and not a goal by themselves. Graphics support the purpose of the site. They can emphasize areas, group different topics together, give a touch of professionalism to your site. Or they can make matters worse.

As the French say: “les goûts et les couleurs ne se discutent pas”: “You can’t really argue about preferences in tastes and colours”, there are still some basic checks:

- Does the site width fit on the most used 1024 pixel screen width, avoiding a horizontal scroll bar? It should!
- Does the graphical presentation represent what the blogmaster wants the blog to “feel” like (see the “ask the questions” part)? Loads of flashing and moving images would do well on a teenager’s blog, but might not look really professional on a blog for your organisation.
- How many colours are used on the blog? Keep it to a handful.
- Are the colours used to accentuate things, e.g. to indicate different sections? Is there a well-defined use of colours?
- How is the division of “the white”, the blank space around the different elements: when you half-close your eyes until you only see blur areas, do the different elements belonging, still hold together?
• How many different fonts are used? Are they consistently used? Easy to read? While different
colours should be used sparingly, we should even be more conservative on the use of different
fonts.
• Are the different graphical components (colours, fonts, boxes...) consistently used for the whole
site? Often the home page looks very differently from the post pages. If that is the case, there
has to be a reason for it, otherwise, it confuses people.
• A common mistake is to use too many graphic elements, making the blog ‘restless’, which often
is not the intent. Can the number of the graphic elements be reduced?
• Are the post pictures used consistently throughout the blog? Are they always framed the same
way, do they have similar sizes, frame colours, alignment?
• How about the textual elements? Aligned the same way, same line spacing? Are the headers
and styling options used consistently?

We have now come at the end of our “How to evaluate a blog” series, which followed an instinctive,
heuristic rather than scientific approach. I hope this series gave you some inspiration for the next time
someone asks you “Have a look at my blog, what do you think?”

Comments? Suggestions on how to improve this guide?

Comment on the ICT-KM site:
http://ictkm.cgiar.org/tutorials/evaluate-a-blog/