1. Content

- Does the site convey relevant and meaningful information—via text, images, videos, and other features—about the author?
- Is there enough information to present a rich representation of the author?
- Are samples of work adequately explained and contextualized?
- Do the samples of work demonstrate clearly explained skills and experience?

2. Writing Style

- Does the writing at the site follow basic rules of grammar and spelling? Are there any typos or other errors?
- Is the style of writing engaging and appealing?
- Does the style of writing convey something of the author's personality?
- Is there any evidence of AI-assisted writing? If so, remove!

3. Structure and Navigation

- Is the most important information presented first—both in the order of links and the order in which content is presented?
- Is the site easy to navigate, with clearly labeled links that all work correctly?
- Do the links for main categories provide an overview of information at the site?
- Is the site usable? That is, can visitors find information they need with a minimum number of clicks?

4. Design

- Is the design of the site—including the fonts, images, colors, and other design elements—attractive and inviting?
- Is the design appropriate for the target audience?
- Do the design elements and features on the site convey something of the author's personality and skills?
- Is the "above the fold" space for each page used effectively to convey important information about the site and/or the page?

5. Multimedia/Interactivity

- If there are interactive elements at the site, do they serve to enhance the experience of visiting the site?
- If there are multimedia aspects of the site, including graphics, sound, and video, do they serve a clear, appropriate purpose?

6. Responsiveness and Accessibility

- Does the site look good at different sizes and for different devices?
- Is the site accessible for users with disabilities?

7. Other

- Does the site follow copyright guidelines and appropriately cite materials that it uses?
- Does the site download efficiently?
- Does the site provide contact information?