

Gauging Website Credibility Rubric

	Not Credible	Maybe Credible	Strongly Credible
Author	Authors' names are incomplete or nonexistent, making it impossible to search and verify their experience and credentials	For multiple authors, it's difficult to verify their journalistic experience and credentials	Authors' full names are searchable and have verifiable credentials
Current Date	No publishing date	Publishing date provided but not current	Publishing date current and visible
Citations and Links	Links lead to questionable sources; purpose is to gain web traffic to increase ad revenues; quality, current, reliable information is not the priority	Links lead to information to back up the article, but not necessarily a primary or trustworthy source	Citations and links lead to primary or trustworthy sources
Publisher	Publisher found to have questionable credibility and does not take responsibility for the content	Publisher found to be credible, but not necessarily responsible for the content	Publisher visible and searchable; found to be credible and responsible for the content
Other Considerations			
Main Criteria	What is the purpose of the article or website? To sway the reader to a position? To sell a product?		
Accuracy	Are the sources of the article or website traceable to primary or trusted resources?		
Completeness	Is the source comprehensive?		
Design and Quality	Is the website easy to use? Is the presentation aesthetically pleasing? Do the design elements serve the purpose of the site? Is this article or elements of it reproduced from another source? Where? Did that source grant permission when needed? Does the article or website cite proper copyright or disclaimer information?		