		Emerging (F through D Range)	Satisfactory (C Range)	Above Average (B Range)	Exemplary (A Range)	Earned Points	Max Score
C o n t e n t	**Minimum Pages**	**0 to 6 Points** Website has only one page, OR the pages are severely underdeveloped or ineffective.	**7 Points** Website has only two pages, or the pages lack meaningful development.	**8 Points** Website has three pages, though they may lack some development.	**9 to 10 Points** Website has three distinct "pages" (or sections with clickable menu links) that organize the content in meaningful and effective ways.		10
	Contact Information	**0 to 2 Points** No contact information, OR only name is listed.	**3 Points** Mentions first and last name. Gives an email address or has a pre-made form.	**4 Points** Has full name and at least two ways of contacting but does not have its own separate page.	**5 Points** Has multiple forms of up-to-date contact information available and easy to find.		5
	Resume	**0 to 2 Points** Resume is not present on website, OR resume is present but difficult to locate, hard to understand and follow, or underdeveloped.	**3 Points** Resume is difficult to locate or is incomplete.	**4 Points** Resume is accessible but may lack details.	**5 Points** Resume is included somewhere on the website (either in document for or in-line on the page) and is easily accessible, complete, and professional.		5
	Correctness	**0 to 2 Points** Content contains multiple errors that distract from the content.	**3 Points** Content contains noticeable errors, but these errors do not distract from the content of the page.	**4 Points** Grammar and spelling contain minimal errors.	**5 Points** Grammar and spelling are essentially error free.		5
	Professionalism & Content	**0 to 13 Points** Content does not highlight professional skills or interests, OR focuses mainly on unprofessional details. Language and tone do not appeal to a professional audience.	**14 to 15 Points** Content attempts to highlight professional skills and interests, though it may lack detail or focus too much on personal traits. Language and tone attempt to appeal to a professional audience, though issues with word choice or phrasing may occur.	**16 to 17 Points** Content highlights some skills and interests, creating a sensible professional identity. Language and tone demonstrate a general understanding of the audience.	**18 to 20 Points** Content highlights essential skills and interests, creating a comprehensive professional identity. Language and tone demonstrate a thorough understanding of the audience.		20
A p p e a r a n c e	**Accessibility**	**0 to 13 Points** Cannot access website or extremely difficult doing so. Navigation bar/ buttons do not work. Hyperlinks are broken or difficult to see.	**14 to 15 Points** Website is not easily accessible for the viewer. Some difficulty navigating between pages. Menu bar may be somewhat difficult to access. Some content is accessible, but some links are not functioning.	**16 to 17 Points** Website is accessible for the viewer. Navigation between pages is somewhat fluid. Menu bar is mostly functioning properly. Most content is accessible, though some links may not be functioning properly.	**18 to 20 Points** Website is easily accessible for the viewer. Navigation between pages is fluid, and menu bar is easily accessible and functioning properly. All content can be found with ease, and all links from the website are functioning properly.		20
	Layout & Design	**0 to 13 Points** Design is sloppy or has no organization; Content may be inappropriate with either missing or unnecessary information; Text is confusing and the style doesn't compliment what is	**14 to 15 Points** Design may be overpowering, and may have a break in layout similarities, but could still go together. Text is readable and is of appropriate style and size. Design may be on the	**16 to 17 Points** Design is not overpowering and has similar/same layouts for each section with small flaws. Text may be easy to read and is of appropriate style and size. Minor distractions might be	**18 to 20 Points** Design is not overpowering and has similar/same layouts for each section, and all go together. Text is easy to read and is of appropriate style and size. Design is appropriate		20

		written; OR Design is bland and/ or overpowering. Readers are unable to find information.	verge of informal. Information might be hard to grasp/find.	included. Design is appropriate and everything can be easily found.	and everything can be easily found.		
Style		**0 to 10 Points** Website contains irrelevant or no personal information; The written and visual content do not successfully engage the audience, OR they overstimulate the audience; OR Website does not suggest any personality traits to audience.	**11 Points** Website contains some personal details, but no personal photos. Some of the written and visual content is somewhat engaging or attempts to engage audience Website somewhat portrays personality traits to audience.	**12 to 13 Points** Website contains some personal details and some photos. Most of the written and visual content engage the audience. Website sufficiently portrays personality traits to audience.	**14 to 15 Points** Website includes relevant and appropriate personal information and photographs. All of the written and visual content engage the audience. Website thoroughly portrays personality traits to audience.		15
					Total		**100**

	Emerging (F through D Range)	Satisfactory (C Range)	Above Average (B Range)	Exemplary (A Range)	Earned Points	Max Score
Contact Information	**0 to 3 Points** Includes no contact information.	**4 Points** Only includes LinkedIn profile.		**5 Points** Includes LinkedIn profile and at least one other alternative method of contact (e.g., phone, email, etc.)		5
Account Images	**0 to 6 Points** Profile does not include a profile picture, Background image is the default image provided by LinkedIn, OR Profile picture or background image are unprofessional.	**7 Points** Profile includes a professional profile picture and a professional background image; though the profile or background pictures may be slightly informal.	**8 Points** Profile includes a professional profile picture and a unique and professional background image.	**9 to 10 Points** Profile includes a professional profile picture and a unique, engaging, and professional background image.		10
About	**0 to 10 Points** About section is missing or severely underdeveloped or confusing.	**11 Points** About section attempts development and contains information about your professional identity and/or goals. The information may be confusing, ambiguous, underdeveloped, or too personal.	**12 or 13 Points** About section is mostly developed and contains meaningful information about your professional identity and/or goals, though the information may be somewhat ambiguous or too personal.	**14 to 15 Points** About section is fully developed (at least 75 words) and contains meaningful information about your professional identity and/or goals.		15
"About" Mechanics	**0 to 2 Points** Content contains multiple errors that distract from the content.	**3 Points** Content contains noticeable errors, but these errors do not distract from the content of the page.	**4 Points** Grammar and spelling contain minimal errors.	**5 Points** Grammar and spelling are essentially error free.		5
Background	**0 to 13 Points** Background section is not included or includes false information.	**14 to 15 Points** Background section is included, containing at **least one** fully developed section: work experience, education, licenses & certifications, volunteer experience.	**16 to 17 Points** Background section is comprehensive and cohesive, containing at **least two** fully developed sections: work experience, education, licenses & certifications, volunteer experience.	**18 to 20 Points** Background section is comprehensive and cohesive, containing at **least three** fully developed sections: work experience, education, licenses & certifications, volunteer experience.		20
Skills and Endorsements	**0 to 13 Points** Account includes less than three professional skills or less than three endorsements, OR Skills listed are not professional.	**14 to 15 Points** Account includes at least three professional skills and three endorsements. Endorsements come from less than two different people	**16 to 17 Points** Account includes at least three professional skills and four endorsements (at least one per skill). Endorsements come from less than two different people	**18 to 20 Points** Account includes at least three professional skills and five endorsements (at least one per skill). Endorsements come from at least two different people		20
Recommendations	**0 to 2 Points** Account includes no professional recommendations, or the professional recommendation(s) are obviously staged.	**3 or 4 Points** Account includes at least one professional recommendation, though the recommendation may be underdeveloped or not entirely professional.		**5 Points** Account includes at least one meaningful and effective professional recommendation.		5
Interests	**0 to 6 Points** Account includes less than 6 professional interests, or interests are	**7 Points** Account includes at least 6 professional interests.	**8 Points** Account includes at least 8 professional interests.	**9 to 10 Points** Account includes at least 10 professional interests.		10

	unprofessional.				
Activity	**0 to 6 Points** No activity, OR activity is dated or doesn't engage in professional networking.	**7 or 8 Points** Activity is somewhat dated but still engages in professional networking.		**9 or 10 Points** Activity is current and engages in professional networking.		10
				Total:		100