

First impressions:

How long does the site take to load?

Does the site catch your attention straight away?

Do you get a good impression of what the sites about after a few minutes?

After browsing a bit longer:

How easy is it to navigate through and find what you are looking for?

Would you sign up for email subscription, newsletter?

Do you think it's easy for you to get in contact with us?

Comments about the site in detail:

Do you enjoy the site's content?

Do you like the way the site has been structured? (content/sidebars/footer/etc)

What do you think of the colours used?

Graphics quality and their loading time?

Are there too many distractions?

Conclusion:

Give a small conclusion and please note any additional features you think may be good:

My name is _____, my email address is _____
and I rate this site ____ out of 10.