Things to look for while evaluating a website.

Initial Impressions
- What are the viewer's initial impressions?
- Can the viewer quickly get a sense of what the site is about and what they can do there?
- Does the site have a clear purpose?

Content
- Does it communicate the message?
- Does it have interesting and compelling content for the target audience?
- Is the content well written?
- What content was most compelling or interesting?
- What content was least compelling or interesting?

Overall Design
- Overall look and feel of site
- The design style fits the content?
- Was the design visually appealing?
- Is the experience comparable at all viewport sizes(responsive)? Same content? Same options for actions? Same visual hierarchy?

Typography
- Relevance of site content (text)
- Readable type
  - Is type legible
  - Good line lengths
  - Type sizes and faces
- Does the design use fonts appropriate for the design

Intuitive and functional navigation
- Were the naming and labeling of links clear?
- Was navigation clearly visible?
- Was navigation consistent in location and appearance?
- Did navigation adjust well to different viewport sizes?

Images
- Appropriate/Relevance of site images to content
- Treated consistently (similar style of preparation)
- Properly sized
- Images look good at all viewport sizes?
- Optimized well?
- Does the site have an appropriate balance of text content vs image content?

Good composition of pages
- Not too cluttered
- Easy to distinguish areas with different content(navigation, content, etc.)
- Good balance (for example, design is not too top-heavy or bottom-heavy)
- Appropriate amount of white(empty) space
- The design reacts well to different viewport sizes.

Good color Harmony
- Colors seem to go together, and not too many colors
- There is an obvious color scheme
- The color scheme fits the intended brand and/or content.

Good Functionality/Usability
- Overall ease of use/Can the user do the things they want to do and you want to do easily and efficiently
- Was the information organized logically?