

Term Project Evaluation

Name(s):

Company:

Organization & Presentation

Quality (organization, content, grammar, spelling, professionalism -
NOTE: one mark normally deducted per error and considers report and filename)

Weight	Score ²	Weighted Score
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12.5% 0

Content¹

Introduction

2.5% 0

Keyword Review

10.0% 0

Landing Page Evaluation

10.0% 0

Site Health

10.0% 0

Backlink Review

10.0% 0

Page Speed Review

10.0% 0

Social Media Review

10.0% 0

Reputation Analysis

10.0% 0

Recommendations

15.0% 0

Total

100% 0%

Comments:

¹demonstrated knowledge and application of course materials for each outline topic relative to class standard

²Score = 0-10