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Top 10 Law School Home Pages of 2010

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TOP 10 LAW SCHOOL HOME PAGES OF 2010

Jason Eiseman and Roger V. Skalbeck⁺

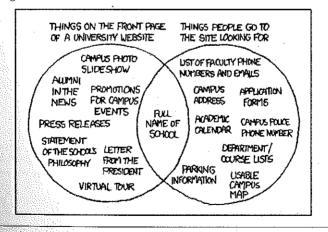
THE STATE OF LAW SCHOOL WEBSITES FOR 2010

This ranking report attempts to identify the best law school home pages based exclusively on objective criteria. The goal is to assess elements that make websites easier to use for sighted as well as visuallyimpaired users. Most elements require no special design skills, sophisticated technology or significant expenses.

Ranking results in this report represent reasonably relevant elements. Twenty elements are surveyed across three broad categories: Design Patters & Metadata; Accessibility & Validation; and Marketing & Communications. As was the case in 2009, there is still no objective way to account for good taste. For interpreting these results, we don't try to decide if any whole is greater or less than the sum of its parts.

Higher Education Home Page Zeitgeist

During 2010, the status and purpose of higher education home pages received the most critical analysis from a very unlikely source: A Venn diagram¹. In a widely-circulated comic from the online humor site XKCD, we find a perfect starting point for considering the state of law school home pages in 2010:



Jason Eiseman is Librarian for Emerging Technologies, Lillian Goldman Law Library at Yale Law School. Roger Skalbeck is Associate Law Librarian for Electronic Resources and Services, Georgetown Law Library. Copyright © 2010 Jason Eiseman and Roger V. Skalbeck. All rights reserved.

University Website, http://xkcd.com/773/ (Last visited Nov. 17, 2010). Image licensed under a Creative Commons Attribution-NonCommercial 2.5 License, reproduced in accordance with the license.

Fast Company asked "Why Are Colleges Flunking Web Strategy 101?"² while Inside Higher Ed noted that it's "No Laughing Matter."³ For many higher education marketers and PR departments this cartoon may hit close to home. It highlights the sometimes starkly different purposes in home page content: vast difference between what website visitors *want* and what they *actually find* on a higher education home page.

For example, on the right side of the diagram under the heading "Things People Go to the Site Looking For," consider the Campus Address. This should be important for anyone wanting to find a school. This can be especially true for law schools which have a location different than a university's main campus.

Students, potential students, visitors, even faculty and staff might need to find the campus address quickly. Yet thirty-four law schools decided not to list a physical address on the home page. In addition, fiftyfive schools list no telephone number.

On the other side of the diagram, often included on the front page but not something people are looking for is a "Campus Photo Slideshow." This is true also for law schools which may often include large photos of students, the campus or both. While these illustrations are thought to add an attractive element to a home page, often they are nothing more than filler. In fact eye-tracking studies suggest that such photos may be completely ignored.⁴

In an effort to track this phenomenon we created the "Girls Under Trees" metric, which is more fully explained below. In our study, home pages with pictures of students of any gender under, near or around trees were found on sixty-five home pages. Had we expanded the photo metric to include such clichés as United States Supreme Court Justices, moot court trial teams, or students in class, we may likely find filler images on the majority of home pages. Again while thought to give potential students a taste of law school life, these photos usually do not add any content, context, nor important information for visitors to a site.

Selecting home page content solely from a sarcastic cartoon is not recommended. Nonetheless, a focus on visitor information needs is essential. Ideally sites need to strike a balance between practical preferences and pretty presentations, which is not easy.

Looking forward

It is difficult to know what web technologies are going to gain widespread adoption. Web trends implemented today may fall out of favor, become obsolete, or never gain support by major web browsers. This could lead law schools to waste resources chasing trends. The flip side is that technologies may change quickly enough that web designs may lag behind modern needs. There are two trends we considered for inclusion in this year's study, which don't contribute directly to a site's score:

² Why Are Colleges Flunking Web Strategy 101?, www.fastcompany.com/1694328/ why-are-colleges-flunking-web-strategy-101, Jeff Cram (Oct. 12, 2010).

³ No Laughing Matter, Inside Higher Ed, www.insidehighered.com/news/2010/ 08/04/websites (Aug. 4, 2010).

⁴ Jakob Nielsen, Photos as Web Content, Jakob Nielsen's Alertbox (Nov. 1, 2010).

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HTML5⁵ and mobile optimization.

HTML5

Hypertext Markup Language (HTML), the language of the web is currently transitioning to the next generation of this long standing web standard. As author John Alssopp notes, "HTML 5, the W3C's recently redoubled effort to shape the next generation of HTML, has, over the last year or so, taken on considerable momentum."⁶ One question is web browser adoption of HTML5 elements, which is often uneven. However, by 2012 HTML5 is expected to become an official "candidate recommendation" standard, and browser adoption is continually growing.⁷

We can't yet expect law schools to adopt HTML5, but higher education web developers should know of its potential. HTML5 has advantages for displaying audio and video, optimizing a site for mobile devices, accessibility, and more.

We decided to award extra credit for any school in our study using HTML5 on a site's home page. Just one school uses it: the University of Texas at Austin School of Law. Their site uses completely valid HTML5. While the site's home page doesn't yet take advantage of the media capabilities and bells and whistles in HTML5, they should gain accessibility benefits and have options for future enhancement.

Mobile

The Nielsen Company recently reported that as of the third quarter in 2010 "28 percent of U.S. mobile subscribers now have smartphones, cellphones with operating systems resembling those of computers."⁸ Nielsen estimates that by the end of 2011 smart phone sales will outpace other phones.⁹ According to a Pew Internet and American Life Project 38 % of cell phone owners have used their cell phone to access the internet, up from 25% the year before.¹⁰ We expect this number to continue to grow.

There are a number of ways law schools should begin addressing the trend towards mobile internet access. The primary thing schools need to do is start planning for mobile versions of their websites. Schools can do this by optimizing content for mobile devices or creating native mobile

⁵ Three bonus points are awarded for HTML5, but a perfect score of 100 is still possible without this extra credit.

⁶ Allsopp, John, *Semantics in HTML 5*, A List Apart, www.alistapart.com/articles/ semanticsmhtml5/ (Jan. 6, 2009).

⁷ Keith, Jeremy, A Brief History of Markup, A List Apart, www.alistapart.com/ articles/a-brief-history-of-markup/ (May 4, 2010).

⁸ Mobile Snapshot: Smartphones Now 28% of U.S. Cellphone Market, nielsenwire, http://blog.nielsen.com/nielsenwire/online_mobile/mobile-snapshot-smartphone s-now-28-of-u-s-cellphone-market/ (Nov. 1, 2010).

⁹ Android Soars, but iPhone Still Most Desired as Smartphones Grab 25% of U.S. Mobile Market, melsenwire, http://blog.nielsen.com/nielsenwire/online_mobile/android-soars-but-iphone-still-most-desired-as-smartphones-grab-25-of-u-s-mobile-market/ (Aug. 2, 2010).

¹⁰ Smith, Aaron, *Mobile Access 2010*, www.pewinternet.org/Reports/2010/Mobile-Access-2010/Summary-of-Findings.aspx (July 7, 2010).

applications. Native applications are programs built to run on specific devices, such as an iPhone.

This year we did not look for native applications or mobile-optimized sites, but this analysis will be included in the future if it can be done uniformly.

Accent on Accessibility

Three elements were selected specifically to evaluate home page accessibility:

- [k] alt Attribute: 508 Standards, Section 1194.22, (a) A text equivalent for every non-text element shall be provided (e.g., via "alt", "longdesc", or in element content).¹¹
- [i] Wave Errors: A numeric score for a Web Accessibility Report, as scored by the Wave Accessibility Toolbar for Firefox.¹²
- [h] Strict use of HTML headings to organize page content.

Eight schools achieved a perfect score for all three accessibility elements:

- American University (www.wcl.american.edu)
- Florida A&M School of Law (law.famu.edu)
- Florida Coastal School of Law (www.fcsl.edu)
- University of Florida (www.law.ufl.edu)
- University of Illinois (www.law.illinois.edu)
- University of Iowa (www.law.uiowa.edu)
- University of Pittsburgh (www.law.pitt.edu)
- University of Texas at Austin (www.utexas.edu/law)

RANKING PROCESS

Sites included in this report include 200 United States law schools accredited by the American Bar Association (ABA). To score the sites, humans performed more than 4,000 data evaluations, completed in October/November 2010. Each site was evaluated for 20 criteria, grouped into three broad categories.

Element values were chosen with input from more than twenty people, including design professionals, law school professors, web developers and librarians. For the 2010 report, we chose to overhaul element scores, instead of attempting to remain consistent with 2009. A perfect score is still 100. There are three elements where extra credit is available, and one element reduces the score if present.

¹¹ This corresponds to test (a) generated with the HiSoftware® Cynthia Says[™] — Web Content Accessibility Report, available at: www.cynthiasays.com/ as implemented in the Web Developer Toolbar available at: http://chrispederick.com/ work/web-developer/.

¹² WAVE Toolbar, available from http://wave.webaim.org/toolbar, provided by WebAIM: Web Accessibility in Mind.

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Because most elements are reported as a binary output, it's possible to compare data between years, even though values may have changed dramatically. As an example, here's a comparison of elements surveyed in 2009 and 2010.

Element	2009 (195 schools)	2010 (200 schools)
Search Box	168	182
Favicon	144	· 170
RSS Meta Info	36	49 ·
Microformats	4	13

Evaluation Criteria

Following are the maximum points available for each criterion. Partial credit is awarded for elements [h], [i], [j] and [l] as described in the explanation for each element.

Category	Element	Value	Bonus
······	[a] Search Form	9	
Design Betterne	[b] RSS Autodiscovery	4	
Design Patterns &	[c] Content Carousel	4	
Metadata	[d] Embedded Media	3	
[24 pts.]	[e] Microformats	3	
Tri besut	[f] Dublin Core	1	
	[g] HTML5		+3
194 A A 1 413 Aug	[h] Headings*	8	
Accessibility &	[i] Wave Errors*	8	+1
Validation	[j] CSS*	8	
[32 pts.]	[k] alt Attribute	4	
10= h.001	[l] Valid Markup*	4	+2
	[m] Meaningful Page Title	10	
	[n] Address	9	
Marketing	[o] Phone Number	9	
&	[p] Social Media Links	6	
Communications	[q] Thumbnail Images	4	
[44 pts.]	[r] News Headlines	3	
	[s] Favicon	3	
	[t] Girls Under Trees		-3

* Partial credit available.

Design Patterns & Metadata

Search Form [a] - 9 pts.

Users can initiate a search using a form on the home page. Home pages with a link to a separate search page get no points.

RSS Autodiscovery [b] – 4 pts.

RSS is an easy way to notify users of new content. A single line of code alerts computers to available RSS feeds. If automatic discovery was enabled all points were awarded. If Firefox could not recognize the RSS feed, no points were awarded.

Content Carousel [c] - 4 pts.

Content carousels can take a number of different forms, but generally refers the display of meaningful content a user can browse in a fixed space on a website. Points are only awarded for this feature if users have the ability to control the carousel. Carousels that display random images when a page refreshes do not count.

Embedded Media [d] - 3 pts.

Many law schools are experimenting with online media. A good practice to make media available on a web page is to embed it on the page rather than having it open a new page, window or even separate application. Embedded media, whether audio or video, can be played directly from the home page, in the browser.

Microformats [e] – 3 pt.

Information such as an address, contact information, and events are marked up using Microformats. Microformats (www.microformats.org) allow site designers to semantically mark up data so computers can recognize, read, and extract it. This markup is one aspect of the Semantic Web, and enhanced addresses are good for location-based tools. HTML5 includes new markup to incorporate microformats.

Dublin Core [f] - 1 pt.

While there is no question about the important role various types of metadata play on the web, the appropriate format is up for debate. Dublin core (www.dublincore.org) is a popular metadata standard used to describe different types of content including web pages. Because of questions about the Dublin core format this is the lowest ranked element in the study.

HTML5 [g] - +3 bonus pts.

There is a lot of excitement building about HTML5¹³, the next version of HTML, the markup language used to create web pages. While some orgamizations are implementing HTML5 and taking advantage of some of the advanced features¹⁴, the World Wide Web Consortium is recommending

¹⁴ Kevin Purdy, *How HTML5 Will Change the Way You Use the Web*, Lifehacker, http://lifehacker.com/5416100/how-html5-will-change-the-way-you-use-the-web (Dec. 1, 2009, 9:00 am).

¹³ J. David Eisenberg, *Get Ready for HTML5*, A List Apart, www.alistapart.com/ articles/get-ready-for-html-5/ (Sept. 1, 2009).

holding off on implementation¹⁵. However, everyone must start preparing for this next generation specification. Points were awarded to the one school which has made the leap.

Accessibility & Validation

Headings [h] - 8 pts.

Header tags such as <h1> and <h2> are used to create hierarchical relationships for home page content. Proper headings are important for good search engine optimization and accessibility. An October 2009 study by WebAIM shows that more than 50% of screen reader users navigate page headings as the first way to find content.¹⁶ An earlier study shows that 76% of screen reader users always or often navigate by headings when they are available.¹⁷ Partial use of headings gets half credit.

Wave Errors [i] - 8 pts. +1 bonus pt.

For this element, each site was evaluated for a series of accessibility features using the 'Wave' web accessibility evaluation tool. Sites are scored on a curve, with a perfect score receiving one bonus point:

0-5 errors: 8 pts.; 6-10 errors: 6pts.; 11-15 errors: 4 pts.; 16-20 errors: 2 pts.; 20+ errors: 0 pts.

Cascading Style Sheet (CSS) [j] - 8 pts.

Use of Cascading Style Sheets (CSS) is a common best practice in web design, in that it allows you to separate content marked up in HTML from design elements like layout, colors, and typography. Home pages that include limited use of HTML tables receive half the point total.

alt Attribute [k] - 4 pts.

The "alt" attribute allows designers to specify alternate text for elements which cannot be displayed.¹⁸ They have also become an important accessibility feature for visually impaired users who may not be able to see visual elements. Tools that assist these users rely on alt attributes to describe the visual content. All visual elements on the home must have an alt attribute, as scored for Section 508 1194.22(a).

Valid Markup [1] - 4 pts. +2 bonus

Using valid markup can be important for many reasons. Validating a site can be used to prevent errors, future-proof a site, and more¹⁹. Every home

¹⁸ Paul Krill, W3C: Hold off on deploying HTML5 in websites, InfoWorld, www. infoworld.com/d/developer-world/w3c-hold-html5-in-websites-041 (Oct. 6, 2010). ¹⁶ Screen Reader User Survey Results, http://webaim.org/projects/screenreader survey2/ (last visited Nov. 29, 2010). ¹⁷ Survey of Preferences by Screen Reader Users, http://webaim.org/projects/screen

readersurvey/ (last visited Nov. 29, 2010).

¹⁸ alt attribute, Wikipedia, http://en.wikipedia.org/wiki/Alt_attribute (last visited Nov. 4, 2010).

Why Validate?, World Wide Web Consortium, http://validator.w3.org/docs/

page was checked by the World Wide Web Consortium Validation Service available at http://validator.w3.org/. Sites are scored on a curve, based on the occurrence of errors. A site receives two bonus when passing W3C validation. 0-10 errors: 4pts.; 11-20 errors: 3pts.; 21-30 errors: 2pts.; 31-40 errors: 1pt.; 41+ errors: 0 pts.

Marketing & Communications

Meaningful Page Title [m] – 10 pts.

The home page has a meaningful page title. Usability expert Jakob Nielson cites Page Titles with Low Search Engine Visibility as one of his top ten design mistakes²⁰. Nielsen also notes that page titles are usually used as the clickable headline on search engine results pages, and also the default entries when users bookmark pages.

Address [n] - 9 pts.

A physical address is included in the text of the home page. Post office boxes count, but credit is not given for addresses in graphical images. Finding a physical address quickly is one of the most important things site visitors are looking for in higher education websites.²¹

Phone [o] - 9 pts.

A phone number is included in the text of the home page. Phone numbers included in graphical images do not receive credit. Like addresses, other methods to contact the school are important on the home page.

Social Media Links [p] – 6 pts.

Points awarded to any icons linking to social media sites, including Facebook, Twitter, Flickr, YouTube, iTunes, and even goodreads. It is a good practice to link to all of the school's social media sites from the law school home page.

Thumbnail Images [q] – 4 pts.

Thumbnail images, related to the content, can be an effective way to draw attention to news items and events. Pages with thumbnails associated with headline content were awarded points. If thumbnail images are associated only with a content carousel, no points are awarded, to avoid double counting.

News Headlines [r] - 3 pts.

The home page features clickable headlines about news or events related to the law school.

why.html (last visited Nov. 4, 2010).

²⁰ Jakob Nielsen, Top Ten Mistakes in Web Design, Jakob Nielsen's Alertbox, www. useit.com/alertbox/9605.html (last visited Nov. 4, 2010).

²¹ University Website, xkcd, http://xkcd.com/773/ (last visited Nov. 4, 2010).

Favicon [s] - 3 pts.

A favorites icon, also known as a favicon, is a small graphic associated with a website. The favicon often appears in the browser location bar, in bookmarks and favorite files, or on browser tabs. The favicon can be an important and valuable branding graphic.

Girls under Trees [t] - 3 pts. deducted

In 2008 usability expert Jared Spool decried the overuse of pictures of girls under trees in higher education websites.²² This meme has become a famous cliché in web design circles, mentioned by everyone from web design expert Jeffrey Zeldman²³ to law professor/blogger Ann Althouse²⁴. Eye tracking studies suggest that such images are filler which is often ignored by users²⁵. Points were deducted for home pages displaying people (of any gender) under, near, or around trees.

2009 Errors and Omissions

Attempting to use purely objective criteria in a ranking system is at once a blessing and a curse. It should make scoring transparent and unambiguous, and it should remove any question of bias or interpretation. Unfortunately, choosing criteria anybody can evaluate makes it that much easier to see when a score is wrong.

As it turns out, some reported figures for 2009 were wrong. In fact, with score corrections, the top spot for 2009 is now properly shared by George Mason School of Law and the University of Chicago School of Law. It is a complete coincidence that the *Green Bag Almanac*'s editor graduated from the University of Chicago and now works at George Mason. For 2009, at least one element was not easy to judge objectively: "News Headlines with Images." There were some borderline judgments required to decide if an image properly accompanied a news headline, or if a line of text was news at all. For 2010, this element is scored as "Thumbnail Images" which may be equally elusive.

Not surprisingly, nobody complained about over-counting, so there are no corrections here for points awarded unjustly.

Following are corrections where data was improperly reported for 2009. Note that for 2010, we recorded an evaluation date for each site, and the 2010 authors have a copy of all screen shots and source code on file for verification.

²² Cassandra King, *Girls under trees*, {work + play}, www.cassandraking.net/word pressapp/?p=74 (July, 18, 2008).

²⁶ Jeffrey Zeldman, "Girls under trees." The trap of university website home pages. #aea, Twitter, http://twitter.com/zeldman/status/24697349282 (Sept. 16, 2010, 6:07 pm).

²⁴ Ann Althouse, The xkcd cartoon that got their attention, Althouse, http://althouse. blogspot.com/2010/08/xkcd-cartoon-that-got-their-attention.html (Aug. 4, 2010, 8:16 am).

²⁵ Jakob Nielsen, Photos as Web Content, Jakob Nielsen's Alertbox (Nov. 1, 2010).

Score Corrections

Gonzaga University School of Law

[c] Cascading Style Sheets (CSS): 5 pts. (partial implementation) Revised score: 46 – Revised Rank: 107

Northeastern University School of Law

[e] News Headlines with Images: 7 pts. Revised score: 61 – Revised Rank: 42

University of Arizona

[d] News Headlines: 6 pts.
[e] News Headlines with Images: 7 pts.
Revised score: 48 – Revised Rank: 94

University of Chicago

[e] News Headlines with Images: 7 pts.[j] Content Carousel: 6 pts.Revised score: 85 – Revised Rank: 1

University of Iowa

[a] Address: 10 pts. Revised Score: 64 – Revised Rank: 37

Other Corrections

Quinnipiac University School of Law was improperly listed as Quinnipiac College.

Loyola Law School Los Angeles was listed as Loyola Marymount Univ.-LA

The URL for San Diego Law School was listed as sandiego.edu/usdlaw — the correct URL is www.sandiego.edu/law/.

On p. 291, the evaluation criteria header for "News Headlines [d]" is improperly valued at 5 pts. This element was worth 6 pts., as correctly indicated on p. 290.

Any errors or omissions for the 2010 report are inadvertent. Corrections will be published in next year's *Almanac*, and apologies will be issued on the spot.

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Eiseman & Skalbeck, Law School Home Pages

TOP 10 (ACTUALLY, 14) HOME PAGES



#1 University of Illinois College of Law [www.law.illinois.edu]

Score: 92

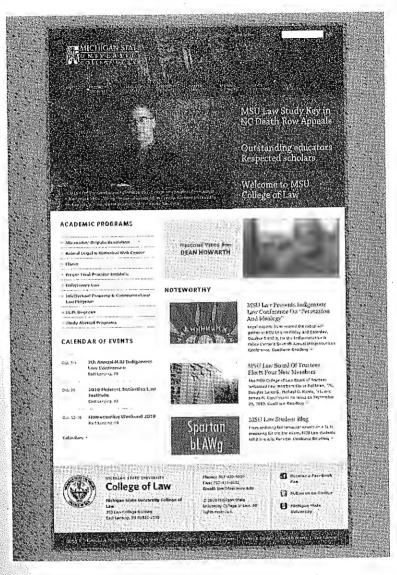
Design Patterns & Metadata: 17, Accessibility & Validation: 32, Marketing & Communications: 40, Bonus: 3 Elements: [a] [b] [c] [h] [i] [j] [k] [l] [m] [n] [o] [p] [r] [s], Bonus: [i] [l]



#2 Wayne State University Law School [www.law.wayne.edu]

Score: 88 Design Patterns & Metadata: 16, Accessibility & Validation: 28, Marketing & Communications: 44 Elements: [a] [b] [e] [h] [i] [j] [l] [m] [n] [o] [p] [q] [r] [s]

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#3 Michigan State University College of Law [www.law.msu.edu]

Score: 87

Design Patterns & Metadata: 16, Accessibility & Validation: 28, Marketing & Communications: 41, Bonus: 2 Elements: [a] [c] [e] [h] [i] [j] [l] [m] [n] [o] [p] [q] [r] [s] [t], Bonus: [l]



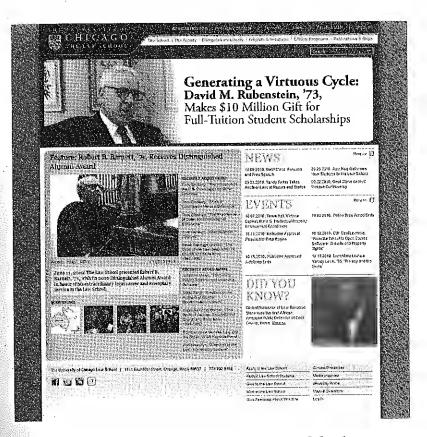
#3 (tie) University of Nebraska College of Law [law.unl.edu]

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Score: 87

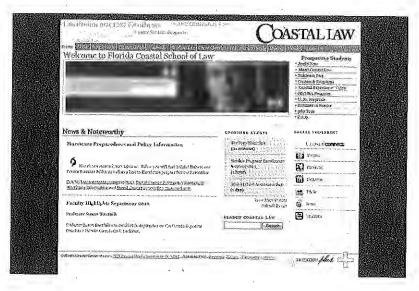
Design Patterns & Metadata: 13, Accessibility & Validation: 28, Marketing & Communications: 44, Bonus: 2 Elements: [a] [c] [h] [i] [k] [l] [m] [n] [o] [p] [q] [r] [s], Bonus: [l]

Eiseman & Skalbeck, Law School Home Pages



#3 (tie) University of Chicago Law School [www.law.uchicago.edu]

Score: 87 Design Patterns & Metadata: 17, Accessibility & Validation: 26, Marketing & Communications: 44 Elements: [a] [b] [c] [h] [i] [j] [l] [m] [n] [o] [p] [q] [r] [s]



#6 Florida Coastal School of Law [www.fcsl.edu]

Score: 86

Design Patterns & Metadata: 13, Accessibility & Validation: 32, Marketing & Communications: 40, Bonus: 1 Elements: [a] [b] [h] [i] [j] [k] [l] [m] [n] [o] [p] [r] [s], Bonus: [i]

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Eiseman & Skalbeck, Law School Home Pages



#6 (tie) University of Maine School of Law [mainelaw.maine.edu]

Score: 86

Design Patterns & Metadata: 19, Accessibility & Validation: 32, Marketing & Communications: 35 Elements: [a] [c] [d] [e] [h] [i] [j] [k] [l] [m] [n] [o] [q] [r] [s] [t]

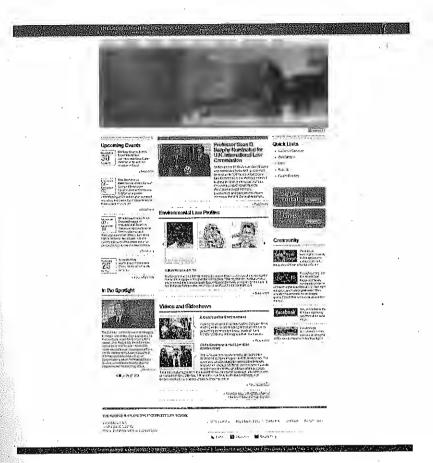


#6 (tie) University of Southern California Gould School of Law [law.usc.edu]

Score: 86

Design Patterns & Metadata: 20, Accessibility & Validation: 31, Marketing & Communications: 35 Elements: [à] [b] [c] [e] [h] [i] [j] [k] [l] [m] [n] [p] [q] [r] [s]

EISEMAN & SKALBECK, LAW SCHOOL HOME PAGES



#6 (tie) George Washington University Law School [www.law.gwu.edu]

Score: 86

Design Patterns & Metadata: 14, Accessibility & Validation: 31, Marketing & Communications: 41 Elements: [a] [c] [f] [h] [i] [j] [k] [l] [m] [n] [0] [p] [q] [r] [s] [t]

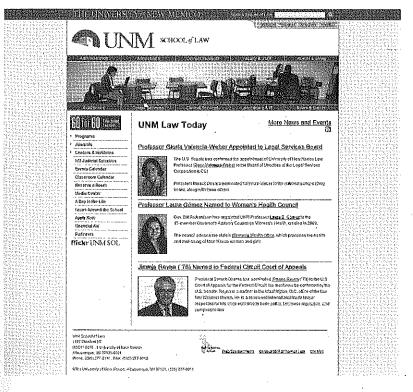


#10 Pepperdine University School of Law [law.pepperdine.edu]

Score: 85

Design Patterns & Metadata: 17, Accessibility & Validation: 24, Marketing & Communications: 44 Elements: [a] [b] [c] [h] [i] [j] [l] [m] [n] [0] [p] [q] [r] [s]

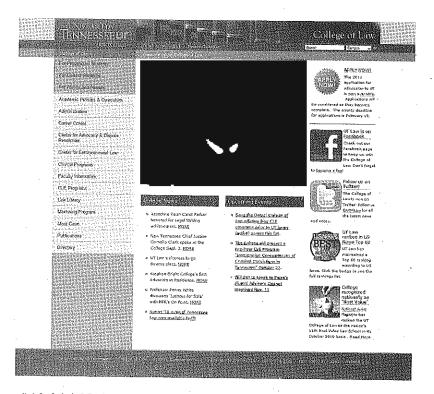
EISEMAN & SKALBECK, LAW SCHOOL HOME PAGES



#10 (tie) University of New Mexico School of Law [lawschool.unm.edu]

Score: 85

Design Patterns & Metadata: 13, Accessibility & Validation: 28, Marketing & Communications: 44 Elements: [a] [b] [h] [i] [j] [l] [m] [n] [o] [p] [q] [r] [s]



#10 (tie) University of Tennessee: Knoxville College of Law [www.law.utk.edu]

Score: 85

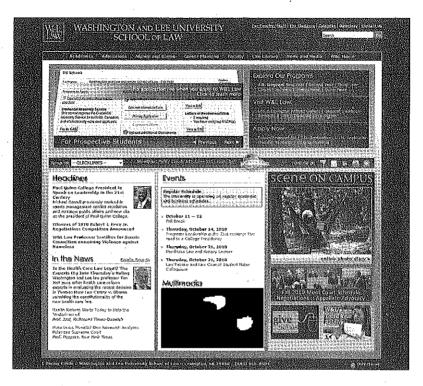
Design Patterns & Metadata: 13, Accessibility & Validation: 32, Marketing & Communications: 40 Elements: [a] [c] [h] [i] [j] [k] [l] [m] [n] [0] [p] [r] [s]

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#10 (tie) Roger Williams University School of Law [law.rwu.edu]

Score: 85 Design Patterns & Metadata: 13, Accessibility & Validation: 28, Marketing & Communications: 44 Elements: [a] [c] [h] [i] [j] [k] [l] [m] [n] [o] [p] [q] [r] [s]



#10 (tie) Washington and Lee University School of Law law.wlu.edu]

Score: 85 Design Patterns & Metadata: 17, Accessibility & Validation: 27, Marketing & Communications: 41 Elements: [a] [b] [c] [h] [i] [j] [l] [m] [n] [o] [p] [q] [r] [s] [t]

TABULATION OF 200 LAW SCHOOL HOME PAGES

Key:

R = Rank S = Score B = Bonus

Design Patterns (& Metadata) [24 pts.]

[a] Search Form
[b] RSS Autodiscovery
[c] Content Carousel
[d] Embedded Media
[e] Microformats
[f] Dublin Core
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- [h] Headings [i] Wave Errors
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Communications [44 pts.]

[m] Meaningful Page Title

[n] Address

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