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Top 10 Law School Home Pages of 2012

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TOP 10 LAW SCHOOL HOME PAGES OF 2012

Roger V. Skalbeck & Matt Zimmerman[†]

In 2012, the variety of devices available to access websites expanded greatly, especially in the area of portable technology. During 2012, we saw the introduction of the iPhone 5, the iPad Mini, the Google Nexus 7, as well as two sizes of Amazon's Kindle Fire HD. Each of these devices has different screen resolutions, but all have an important thing in common: they provide access to Internet content through a web browser. For people accessing law school web sites, it should not matter how or where you access the content. People simply want websites to work. It is a daunting challenge to provide complex content with rich features to an expanding number of platforms and devices.

For the fourth consecutive year,¹ we try to identify law school home pages that are well-executed and adopt best practices. We evaluated all ABA-accredited home pages based on objective criteria. The attempt is to find the best-designed, best-performing sites. We continue to refine the methodology to account for changes and evaluate them consistently. For the 2012 study, twenty-six separate elements are evaluated across three categories (Design Patterns and Metadata, Accessibility and Validation, and Marketing and Communications). We added four new elements,² combined two,³ and

[†] Roger Skalbeck is Associate Law Librarian for Electronic Resources & Services, Georgetown Law Library. Matt Zimmerman is Web Application Developer, Georgetown Law Library. Copyright © Roger V. Skalbeck and Matt Zimmerman.

¹ Roger V. Skalbeck, *Top 10 Law School Home Pages of 2011*, 2 J.L.: PERIODICAL LABORATORY OF LEG. SCHOLARSHIP (1 J. LEGAL METRICS) 25-52 (2012), Jason Eiseman & Roger V. Skalbeck, *Top 10 Law School Home Pages of 2010*, 2011 GREEN BAG ALMANAC & READER 339 (2011); Roger V. Skalbeck, *Top 10 Law School Home Pages of 2009*, 2010 GREEN BAG ALMANAC & READER 289 (2010).

² Elements: Responsive Design; W3C i18N; W3C Mobile OK; and Enhanced Social.

³ Elements: Microformats and Dublin Core (combined into Semantic Markup).

dropped one⁴ from prior studies.

The design diversity of the top ten sites should show that the methodology is not skewed towards a specific visual aesthetic. Creating a site that conforms to best practices requires care. Under criteria we evaluate, most elements do not require sophisticated tools or expensive procedures.

RESPONSIVE WEB DESIGN

This year, we added one element where sophistication is necessary but effort seems rewarding: Responsive Web Design. This brings to mind a statement overheard on Twitter: “It’s not ROCK-ET science, but it is COMPUTER science.”⁵

With the rise of mobile computing, a wide variety of devices are used to view the web. This means that web designers must consider how their sites will appear on many screen sizes, from the biggest of widescreens to the smallest of smartphones.

In 2010, Ethan Marcotte addressed this challenge by calling for a new model for page layout and image display. Rather than creating separate sites optimized for distinct platforms, Marcotte called for responsive web design. That is, web design to create sites that respond to their environments, dynamically changing layout and the size and quality of images based on the size of the viewer’s screen. Marcotte outlined a technique for achieving this functionality based on CSS3 media queries.⁶

Since Marcotte coined the term, responsive web design has become a hot topic. It was named one of the top web design trends of 2012 by .net Magazine, and Mashable has declared 2013 “the year of responsive web design.”⁷ Skeptics argue that the extra effort and

⁴ Element: alt Attribute.

⁵ John P. Mayer, Twitter (@johnpmayer) (Feb. 13, 2012 9:44 AM), twitter.com/johnpmayer/status/297354762909798401.

⁶ Ethan Marcotte, *Responsive Web Design*, A LIST APART (May 25, 2010), alistapart.com/article/responsive-web-design.

⁷ Craig Grannell, *15 Top Web Design & Development Trends for 2012*, NET MAGAZINE (Jan. 9, 2012), www.netmagazine.com/features/15-top-web-design-and-development-trends-2012; Pete Cashmore, *Why 2013 Is the Year of Responsive Web Design*, MASHABLE (Dec. 11, 2012), mashable.com/2012/12/11/responsive-web-design/.

code required to bring a responsive site up to snuff may not be worth it, but Marcotte's vision is undeniably appealing, and its influence is growing.⁸

Our survey discovered 14 law school websites that incorporate responsive design principles. Each of these sites receives three bonus points. We identified these sites with the use of extensive browser resizing as well as using the "View Responsive Layouts" option in the Web Developer browser add-on.

- American University [www.wcl.american.edu]
- Chapman University School of Law [www.chapman.edu/law]
- City University of New York [www.law.cuny.edu]
- George Mason University [www.law.gmu.edu]
- Gonzaga University [www.law.gonzaga.edu]
- Oklahoma City University [law.okcu.edu]
- Pace University [www.law.pace.edu]
- Southern Methodist University [www.law.smu.edu]
- University of Arkansas, Fayetteville [law.uark.edu]
- University of Kansas [www.law.ku.edu]
- University of Nebraska [law.unl.edu]
- University of New Hampshire School of Law [law.unh.edu]
- University of Pennsylvania [www.law.upenn.edu]
- University of Tennessee [www.law.utk.edu]

SEMANTIC MARKUP CHANGES

For the 2012 report, we combined two elements previously counted separately: Microformats and Dublin Core markup. These are two examples of ways to mark up your website code with semantic meaning, such as adding details for events, contact information, or location coordinates. Announced in 2011, Schema.org is one more way sites are choosing to markup their content. Because each of these methods can achieve the same goal of semantic content enhancement, it did not make sense to count each markup model

⁸ Tom Kadlec, *Responsive Responsive Design*, 24 WAYS TO IMPRESS YOUR FRIENDS (Dec. 5, 2012), 24ways.org/2012/responsive-responsive-design/; Tom Ewer, *Is Responsive Design Still Not Worth It?*, MANAGEWP BLOG (Oct. 8, 2012), managewp.com/is-responsive-design-still-not-worth-it.

separately, so all are combined into a single element worth a maximum of three points.

Because Dublin Core markup can break website validation rules,⁹ it does not make sense to advocate for its use while potentially penalizing sites for the problems it causes with site validation. That said, a choice to use the Dublin Core metadata standard represents a conscious effort to add semantic markup to web content, so it is still recognized in our study

Of course, HTML headings such as <h1> and <h2> can have significant semantic context for websites, and we continue to evaluate that element by looking at home page outline structure.

SOCIAL MEDIA INTEGRATION

In this year's study, just two dozen schools chose not to link to social media networks on the home page. All the rest did, and schools choose a wide variety of networks to reference on their home pages. When a school links to *any* social network, the same number of points are awarded. Not surprisingly, Facebook and Twitter are the most-referenced networks. Here is a look at the number of schools who link to these and several other social network destinations.

- Facebook: 164
- Twitter: 144
- Flickr: 40
- Google Plus: 12
- Vimeo: 10
- Foursquare: 5
- Goodreads: 2
- Pinterest: 2
- Delicious.com: 1
- Instagram: 0

Expanding a look into social media presence on law school home pages, this year we add an element to look for schools directly integrating this content. Examples include live twitter posts, Facebook Connect integration, and other methods of trying to integrate social media content directly into a law school home page. We chose to give schools +1 points for integrating social media content with a coincidental nod to Google Plus.

⁹ Mathias Roth, *HTML5 and Microformats*, WORDPRESS BLOG-LOUNGE WEB-SERVICES (Sept. 10, 2012), blog-lounge.org/html5-microformats-schema/.

ACCENT ON ACCESSIBILITY

Once again, we highlight those elements that contribute the most to a site's accessibility. With Cascading Style Sheets, they can have many accessibility benefits, such as helping separate content from presentation, and avoiding “tag misuse” – the practice of misusing a structural element for its expected stylistic effects.¹⁰ One test dropped from the report is specific evaluation of 508 compliance that looks for the alt attribute for non-text page elements.¹¹ Though this has been a valuable test, the evaluation tool used to assess this performed too slowly and inadequately for reliable results.¹² The Accessibility elements assessed for 2012 are:

- [h] Cascading Style Sheet (CSS)
- [i] Wave Errors: Output of a test using the Wave Accessibility Evaluation tool: five.wave.webaim.org/.
- [j] Strict use of HTML headings to organize page content.

Eighteen schools achieve a perfect score for the use of these three elements:

- American University [www.wcl.american.edu]
- Arizona State University [www.law.asu.edu]
- Duke University [www.law.duke.edu]
- Florida International School of Law [law.fiu.edu]
- Northern Illinois University [law.niu.edu/law]
- Southern Illinois University-Carbondale [www.law.siu.edu]
- University of California-Hastings [www.uchastings.edu]
- University of Illinois [www.law.illinois.edu]
- University of Mississippi [law.olemiss.edu]
- University of Nebraska [law.unl.edu]
- University of New Mexico [lawschool.unm.edu]
- University of Notre Dame [law.nd.edu]
- University of Texas at Austin [www.utexas.edu/law]

¹⁰ *Accessibility Features of CSS, W3C* (Aug. 4 1999), www.w3.org/TR/CSS-access.

¹¹ 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).

¹² This is the HiSoftware Cynthia Says Portal Section 508 Accessibility Report, www.cynthiasays.com/ (last visited Mar. 28, 2013).

- Wake Forest University [law.wfu.edu]
- Washington And Lee University [law.wlu.edu]
- William And Mary School of Law [law.wm.edu]
- William Mitchell College of Law [www.wmitchell.edu]
- Yale University [www.law.yale.edu]

CORRECTIONS FROM 2011 REPORT

In the Top 10 Law School Home Pages of 2011, two errors were discovered. Thankfully, there are no known instances of over-reporting or inflated statistics that detract from any school's scores.

Thomas M. Cooley Law School [www.cooley.edu]
[e] Microformats – 3 pts.
Revised score: 94 | Revised rank: 2

University of North Carolina [www.law.unc.edu]
[a] Search Form – 9 pts.
Revised score: 77.5 | Revised rank: 64

Each year, we try diligently to report all data accurately, which can be tricky for more than 5,000 data points. All materials reviewed are kept on file for verification. When errors are discovered, apologies will be issued on the spot, and corrections will be published the following year in print.

RANKING PROCESS

This survey includes all United States law schools accredited by the American Bar Association. The site evaluation process includes a combination of human assessment and automated analysis. To improve data validity, we evaluated the source code for every site using computer-based pattern matching to detect elements such as links to social media, use of HTML tables, and anything with predictable text patterns. The authors verified the data, with help from a research assistant. As is the case each year, the goal remains similar to advice sometimes given to bar examiners: “Look for points.” With every site checked, we have tried to look for valid points.

We completed all evaluation in October and November 2012. We captured all screen shots in the survey on November 6, 2012.

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Some sites have changed since then, which is an unfortunate but inevitable byproduct of assessing dynamic content on a fixed date.

The scale for the 2012 list again includes 100 possible points for the raw score. In addition, up to nine bonus points are available, and deductions of up to two points are possible.

EVALUATION CRITERIA

Category	Element	Score	Bonus
Design Patterns & Metadata [22 points]	[a] Search Box	8	
	[b] Content Carousel	4	
	[c] RSS Autodiscovery	4	
	[d] Embedded Media	3	
	[e] Semantic Markup	3	
	[f] HTML5		+3
	[g] Responsive Design		+3
Accessibility & Validation [36 points]	[h] CSS*	8	
	[i] Wave Errors*	8	+1
	[j] Headings*	8	
	[k] Valid Markup*	5	+1
	[l] YSlow Score*	4	
	[m] W3C Mobile OK*	2	
	[n] W3C i18N	1	
	[o] <i>		-0.5
	[p] <center>		-0.5
	[q] 		-0.5
	[r] <u>		-0.5
Marketing & Communications [42 points]	[s] Meaningful Page Title	10	
	[t] Address	8	
	[u] Phone	8	
	[v] Social Media Links	6	
	[w] Thumbnail Images	4	
	[x] Favicon	3	
	[y] News Headlines	3	
	[z] Enhanced Social		+1

* Partial credit available.

DESIGN PATTERNS & METADATA: 22 POINTS POSSIBLE

Search Form [a] 8 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.

Content Carousel [b] 4 pts.

This refers to the display of meaningful content a user can browse using on-screen controls in a carousel-like fashion in fixed space on a website. A site feature that simply loads a random image or displays a rotating slide show with no controls or links to other content receives no credit.

RSS Autodiscovery [c] 4 pts.

RSS is an easy way to notify users of new content. A single line of code alerts computers to available RSS feeds. Points are awarded if automatic discovery is enabled with an “application/rss+xml” reference in the page header.

Embedded Media [d] 3 pts.

Embedded media, whether audio or video, can be played directly from the home page, in the browser. A page overlay (often called a lightbox) receives points, but a link to a separate page does not.

Semantic Markup [e] 3 pts.

Any of several semantic markup techniques are present on a page. We tested for: Microformats (www.microformats.org), Schema.org, and Dublin Core.

HTML5 [f] +3 bonus pts.

For any home page created with the HTML5 doctype, three bonus points are awarded, in order to reward sites adopting this developing markup language.

Responsive Design [g] +3 bonus pts.

If a site was created with responsive design principles, it receives three bonus points. We used multiple techniques to identify sites using responsive design features.

**ACCESSIBILITY & VALIDATION:
36 POINTS POSSIBLE**

Cascading Style Sheet (CSS) [h] 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 colors and typography. Page layout is also best handled through CSS rather than HTML tables. Home pages that include limited use of HTML tables for layout receive half the point total, which is meant to recognize designs that at least partially leverage CSS for the benefits it provides in page layout.

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

For this element, we evaluated each site for a series of accessibility features using the Wave Accessibility Evaluation tool: five.wave.webaim.org/. Sites are scored on a scale, based on incidence of errors, 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.

Headings [j] 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. A 2012 study shows that for people using screen reader software, navigation by headings has increased from 50.8% to 60.8% since October 2009.¹³ Also, headings add significant semantic context to web

¹³ *Screen Reader User Survey #4 Results*, WEBAIM: WEB ACCESSIBILITY IN MIND, webaim.org/projects/screenreadersurvey4/ (last visited Mar. 28, 2013).

pages by signaling document structure.¹⁴ Partial use of headings gets half credit here.

Valid Markup [k] 5 pts. +1 bonus points for W3C validation

Using valid markup can be important for many reasons. Validating a site can be used to prevent errors, future-proof a site, and more. We checked every home page with the World Wide Web Consortium Validation Service.¹⁵ Sites are scored on a scale, based on incidence of errors. A site receives one bonus point when passing W3C validation.

0–10 errors: 5pts.; 11–20 errors: 4pts.; 21–30 errors: 3pts.;
31–40 errors: 2pt.; 41–80 errors: 1 pt.; 80+ errors: 0 pts.

ySlow Score [l] 4 pts.

Provided on the Yahoo! Developer Network, ySlow is a service that “analyzes web pages and suggests ways to improve their performance based on a set of rules for high performance web pages.”¹⁶ For this element, we used the browser add-on with a pre-set collection of 17 rules for Small Sites or Blogs, which are assigned a score between 0 and 100. Based on this score, a maximum of four points are awarded to each law school home page.

95–100: 4 pts.; 91–94: 3 pts.;
86–90: 2 pts.; 80–85: 1 pt.; 0–79: 0 pts.

W3C Mobile OK [m] 2 pts.

The World Wide Web Consortium provides a validation service intended to assess whether sites are designed to be friendly to mobile devices.¹⁷ This runs a series of tests from the W3C mobileOK Basic Tests 1.0.¹⁸ Based on errors reported, points are awarded using the

¹⁴ *Creating Semantic Structure*, WEBAIM: WEB ACCESSIBILITY IN MIND, webaim.org/techniques/semanticstructure/ (last visited Mar. 28, 2013).

¹⁵ *Markup Validation Service*, W3C, validator.w3.org/ (last visited Mar. 28, 2013).

¹⁶ *YSlow*, YAHOO! DEVELOPER NETWORK, developer.yahoo.com/yslow/ (last visited Mar. 28, 2013).

¹⁷ *W3C mobileOK Checker*, W3C, validator.w3.org/mobile/ (last visited Mar. 28, 2013).

¹⁸ *W3C mobileOK Basic Tests 1.0*, W3C (Dec. 8, 2008), www.w3.org/TR/mobileOK-basic10-tests/.

following scale, with one exception. A very limited number of sites could not be evaluated with this tool, so they were assigned a single point, which is the rounded average of values across all sites checked.

0-9: 2 points; 10-15: 1 point; 16+: 0 points

W3C i18N [n] 1 pts.

The World Wide Web Consortium Internationalization Checker “performs various tests on a Web Page to determine its level of internationalisation-friendliness.”¹⁹ Based on these tests, sites are awarded a single point when they pass the test. A very limited number of sites returned no value in this test, so they were assigned a single point, which is the rounded average of values across all sites checked.

Point deductions for coding conventions

We analyzed each site’s source code programmatically to detect five different coding practices, two of which (and <i>) are combined into a single element. A half point is deducted for each site using each coding convention, irrespective of how often they are used.

 / <i> [o] ½ pt. deduction
<center> [p] ½ pt. deduction
 [q] ½ pt. deduction
<u> [r] ½ pt. deduction

MARKETING & COMMUNICATIONS: 42 POINTS POSSIBLE

Meaningful Page Title [s] 10 pts.

The home page has a meaningful page title. Usability expert Jakob Nielsen cites page titles with low search engine visibility as one of his top ten design mistakes.²⁰ 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.

¹⁹ W3C Internationalization Checker, W3C, validator.w3.org/i18n-checker/ (last visited Mar. 28, 2013).

²⁰ Jakob Nielsen, *Top 10 Mistakes in Web Design*, NIELSON NORMAN GROUP (Jan 1, 2011), www.nngroup.com/articles/top-10-mistakes-web-design/.

Address [t] 8 pts.

A physical address is included in the text of the home page.

Phone [u] 8 pts.

A phone number is included in the text of the home page.

Social Media Links [v] 6 pts.

Points awarded for any items linked directly to a social media site, including Facebook, Twitter, Flickr, YouTube, iTunes, Four-Square, Pinterest, and even Goodreads.

Thumbnail Images [w] 4 pts.

Thumbnail images, reflecting the subject of a linked story or event, can provide quick visual cues of the linked item's content. Pages with thumbnails associated with news stories or similar content links are awarded points. If thumbnail images are associated only with a content carousel, no points are awarded, to avoid double counting.

Favicon [x] 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.

News Headlines [y] 3 pts.

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

Enhanced Social Media Integration [z] +1 bonus

Social media content is integrated into the home page directly. This can include recent posts to Twitter, integration with Facebook Connect, Google+, or other integration models. Use of a bookmark sharing widget such as AddThis.com or AddToAny is not awarded points, absent other content or functionality integration.

#1 (tie) University of Pennsylvania Law School

[www.law.upenn.edu]

Design Patterns & Metadata: 19 | Accessibility & Validation: 33 | Marketing & Communications: 42 | Bonus: 7

Total: 101

Elements: [a][b][c][d][e][h][i][j][k][l ½][m ½][n][s][t][u][v][w][x][y] Bonus: [f][g][z]



Note: The “infinite scroll” feature of the University of Pennsylvania Law School homepage complicated the screen capture process. The image shown here is a modified version of the original.

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#3 (tie) Univ. of Arkansas School of Law
[law.uark.edu]

Design Patterns & Metadata: 18 | Accessibility & Validation: 34 | Marketing & Communications: 42 | Bonus: 6

Total: 100

Elements: [a][b][c][d][e][h][i][j][k][l] ½ [m][n][s][t][u][v][w][x][y] Bonus: [f][g]

The screenshot shows the homepage of the University of Arkansas School of Law. At the top, there is a navigation bar with links for Home, Academic, Faculty & Staff, Library, Clinic, Alumni & Giving, Careers, and News. Below the navigation bar, the page is divided into several sections:

- Contact Us:** Includes links for Faculty Directory, About the School of Law, and Prospective Students.
- Featured Story:** A news article titled "Law Dean Emeritus Elected to College of Labor and Employment Lawyers" with a small photo of the dean.
- Fall 2013 Semester Previews:** A section for "Spring Course Descriptions" with a "View Course" link.
- Featured Video:** A video player showing a group of people in a meeting.
- News:** A list of recent news items, including "Law Dean Emeritus Elected to College of Labor and Employment Lawyers" and "Women's Giving Circle Celebrates 10th Anniversary by Granting Record \$180,000 in Awards".
- School of Law Special Events:** A calendar of events for November, including "Law Forum Symposium" and "International Law Society Panel of Professors Meeting".
- School of Law Calendar:** A section for upcoming events, including "BGA Most Court Final Four" and "Law Board of Advisors Meet Court Commission".
- Message from the Dean:** A short message from the dean, accompanied by a photo.
- COLLEGES AND SCHOOLS:** A list of other university departments like Dale Rossier College of Agricultural, Food and Life Sciences.
- ADMINISTRATION:** Information about the Office of the Chancellor and the Division of Academic Affairs.
- IN THE NEWS:** A list of news items mentioning the school, such as "Top Student Honor Earners for Honors Top Semesters Awards".
- CONTACT US:** The school's address, phone number, and website.
- CONNECT WITH US:** Social media icons for Facebook, Twitter, YouTube, and LinkedIn.
- MAKE A GIFT:** A button to donate to the school.

#3 (tie) University of Houston Law Center

[www.law.uh.edu]

Design Patterns & Metadata: 22 | Accessibility & Validation: 33 | Marketing & Communications: 42 | Bonus: 3

Total: 100

Elements: [a][b][c][d][e][h][i][j][k][l] ½ [m] ½ [n][s][t][u][v][w][x][y] Bonus: [f]

The screenshot shows the homepage of the University of Houston Law Center. At the top, there is a navigation bar with links for Home, About, Admissions, Faculty, Students, Alumni, Library, News & Events, Academics, LL.M., and Giving. A search bar is located in the top right corner. Below the navigation bar is a large banner image featuring two women in a professional setting, with a text overlay that reads "CDO Career Development offers one on one training!". Below the banner are several content blocks: "Welcome to the Law Center" with a brief introduction and a quote from Dean Raymond T. Zimmerman; "Top Ranked Programs" listing programs like Blakely Advocacy Institute and Center for Consumer Law; "UHLIC: A Case for Excellence" featuring a video player; "Faculty Experts" highlighting Hawkins on fertility clinics; "Alumni Spotlight" featuring Branko Milosevic '06; "News" with articles on bankruptcy options and homepages; "FIND & CONNECT" with social media icons; "Subscribe to eBriefcase" with a Brieftcase logo; and "Events" listing upcoming seminars and parties. The footer contains "Quick links" for various services, "More UH" links, and "Legal Info" resources, along with social media icons and copyright information.

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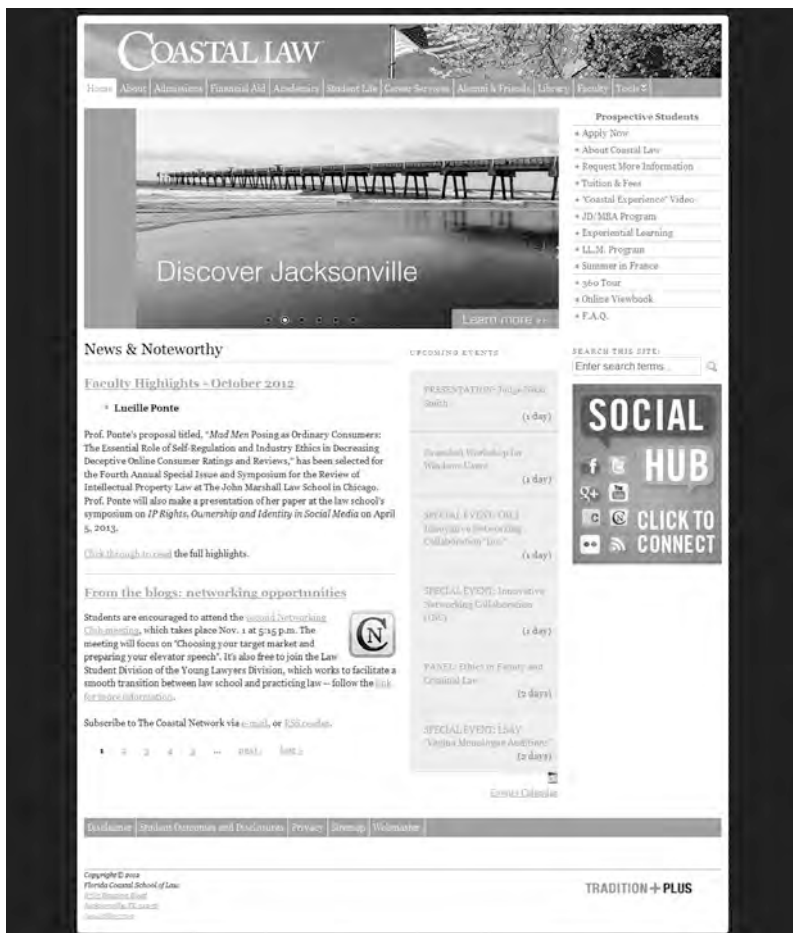
#5 (tie) Florida Coastal School of Law

[www.fcsl.edu]

Design Patterns & Metadata: 19 | Accessibility & Validation: 34 | Marketing & Communications: 42 | Bonus: 3

Total: 98

Elements: [a][b][c][d][e][h][i] ^{3/4}[j][k][l][m][n][s][t][u][v][w][x][y] Bonus: [f]



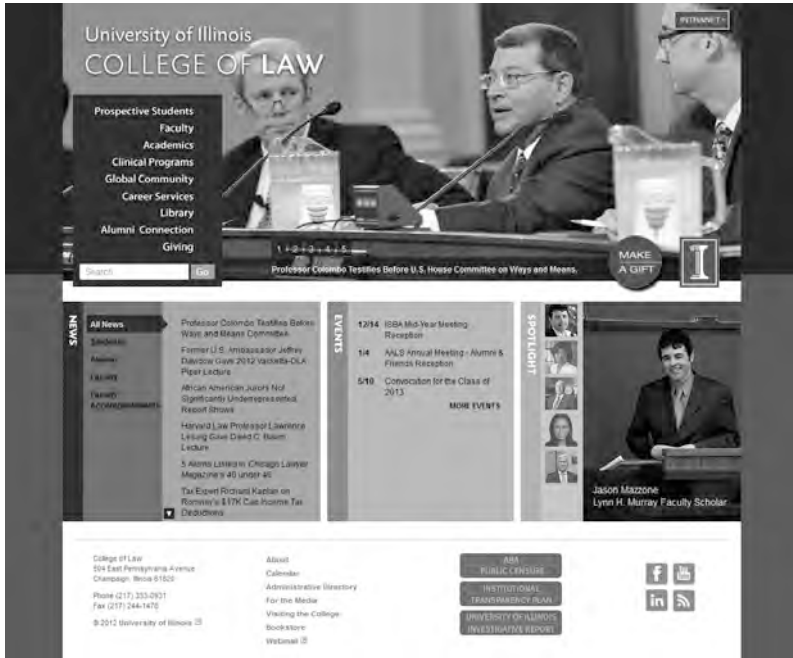
#5 (tie) University of Illinois College of Law

[www.law.illinois.edu]

Design Patterns & Metadata: 16 | Accessibility & Validation: 35 | Marketing & Communications: 42 | Bonus: 5

Total: 98

Elements: [a][b][c][h][i][j][k][l] ¼ [m][n][s][t][u][v][w][x][y] Bonus: [f][i][k]



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#5 (tie) University of Mississippi School of Law

[www.olemiss.edu/depts/law_school]

Design Patterns & Metadata: 18 | Accessibility & Validation: 34 | Marketing & Communications: 42 | Bonus: 4

Total: 98

Elements: [a][b][c][d][e][h][i][j][k.8][l][m ½][n][s][t][u][v][w][x][y] Bonus: [f][i]

The screenshot shows the homepage of the University of Mississippi School of Law. At the top left is the school's logo. A search bar is located at the top right. A navigation menu on the left lists various sections: About, Prospective Students, Current Students, Faculty & Staff, Academics & Programs, Career Services, News & Events, Alumni & Friends, and Library. Below this menu are links for 'Learn More about UM Law', 'About the School', 'Why UM Law?', 'The Building', 'Academic Programs', and 'Apply'. The main content area features a large banner with the text 'Quality Education, Hospitable Culture' and a background image of a smiling woman. Below the banner are three columns: 'News' with three articles about Prof. Berry's book review, Prof. Bullard's quote in Bloomberg News, and Prof. Bullard's comment letter to the SEC; 'Events' with a calendar of upcoming events from November 6 to 12; 'Spotlight' featuring a video titled 'CLEO Institute Graduation'; and 'The History of UM Law' with a video player. The footer contains the school's name, address (481 Coliseum Drive, University, MS 38677), phone number (662-915-7361), contact and directions information, and social media icons for Facebook, Twitter, Vimeo, and Flickr. A 'Powered by the Future' logo is also present.

#8 Arizona State University Sandra Day O'Connor College of Law

[www.law.asu.edu]

Design Patterns & Metadata: 19 | Accessibility & Validation: 32 | Marketing & Communications: 42 | Bonus: 4

Total: 97

Elements: [a][b][c][e][h][i][j][k][m ½][n][s][t][u][v][w][x][y] Bonus: [f][i]

The screenshot shows the ASU Law website homepage. At the top, there is a navigation bar with links for 'news & events', 'law library', 'administration', 'current students', and 'prospective students'. Below this is a secondary navigation bar with links for 'admissions', 'centers & programs', 'faculty', 'career services', 'alumni and friends', and 'support asu law'. The main header features a large banner for the 'navajo nation law CLE conference' on Friday, November 30, 2012, from 8:30 a.m. to 5:15 p.m. at Great Hall, Armstrong Hall. The page is divided into three main columns: 'news', 'events', and 'spotlight'. The 'news' column contains several articles, including 'Five speech experts discuss hate speech laws at College of Law', 'Morris Lectures to explore challenges of diversity in multicultural society', and 'ASU law alumna named to Arizona Supreme Court'. The 'events' column lists upcoming lectures, such as 'S.P. Brownbag - George Skidmore' and 'Morris Lecture - Louise Williams, Jr.'. The 'spotlight' column features a section for the 'College announces CLE program' and a 'Mentoring opportunity for scholars'hip. A 'faculty notes' section highlights recent work by faculty members. At the bottom of the page, there is a 'student blog' section with links to 'a fine american university', 'our vision', 'annual report', 'make a gift', and 'college store'. The footer contains social media icons for Facebook, Twitter, and LinkedIn, along with a copyright notice for 2012.

TOP TEN LAW SCHOOL HOME PAGES OF 2012

#9 New England School of Law

[www.nesl.edu]

Design Patterns & Metadata: 19 | Accessibility & Validation: 32.5 | Marketing & Communications: 42 | Bonus: 3

Total: 96.5

Elements: [a][b][c][e][h][i][j][k.8][l][n][o][s][t][u][v][w][x][y] Bonus: [f][i]



#10 City University of New York School of Law

[www.law.cuny.edu]

Design Patterns & Metadata: 19 | Accessibility & Validation: 33 | Marketing & Communications: 38 | Bonus: 6


Total: 96

Elements: [a][b][c][d][h][i][j][k][l] ½ [m][n][s][t][u][v][w][x][y] Bonus: [f][g]



CUNY School of Law is the premier public interest law school in the country. Our mission is to graduate outstanding public interest attorneys and to enhance the diversity of the legal profession. Our motto, "Law in the Service of Human Needs," infuses everything we do.

<p>News</p> <p>Dean Michelle Anderson Featured in New York Law Journal's Law School Special Section</p> <p>Prof. Brampson on Embracing Environmental Justice to Green Cities</p> <p>New Incubator at IIT Chicago-Kent Law Follows Trend Set by CUNY</p> <p>CUNY Law Ranked 2nd in Nation for Most Diverse Law Schools</p> <p>More News »</p>	<p>Events</p> <p>10/23/2012 Online Judicial Voter Guide 2012</p> <p>11/26/2012 C.J.E.: Extreme Hardship Immigration Waivers with Immigration Officers: How to Avoid Denials & What to do When they Happen</p> <p>More Events »</p>		<p>Alumni</p> <p>The Spirit of CUNY Law</p> <p>A short video to share CUNY School of Law's social justice values, outstanding alumni, and innovative curriculum</p> <p>Watch the video »</p>
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<p>Support Our Mission</p>	<p><i>Law in the Service of Human Needs</i></p>	
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TOP TEN LAW SCHOOL HOME PAGES OF 2012

TABULATION

Key
 R = Rank
 S = Score
 B = Bonus points
 * = partial credit possible

Design Patterns & Metadata [22 pts.]

- [a] Search Box 8
- [b] Content Carousel 4
- [c] RSS Autodiscovery 4
- [d] Embedded Media 3
- [e] Semantic Markup 3
- [f] HTML5 +3
- [g] Responsive Design +3

Accessibility & Validation [36 pts.]

- [h] CSS* 8
- [i] Wave Errors* 8
- [j] Headings* 8
- [k] Valid Markup* 5
- [l] ySlow Score* 4
- [m] W3C Mobile OK* 2
- [n] W3C i18N 1
- [o] <i> -5
- [p] <center> -5
- [q] -5
- [r] <u> -5

Marketing & Communications [42 pts.]

- [s] Meaningful Page Title 10
- [t] Address 8
- [u] Phone 8
- [v] Social Media Links 6
- [w] Thumbnail Images 4
- [x] Favicon 3
- [y] News Headlines 3
- [z] Enhanced Social +1

R	S	School [URL]	a	b	c	d	e	h	i	j	k	l	m	n	o	p	q	r	s	t	u	v	w	x	y	B
1	101	Thomas M. Cooley Law Sch. [www.cooley.edu]	x	x	x	x	x	x	x	x	0.75	0.5	x	x												f
	101	Univ. of Pennsylvania [www.law.upenn.edu]	x	x	x		x	x	x	x	0.5	0.5	x	x												f,g,z
3		Univ. of Arkansas, Fayetteville [law.uark.edu]	x	x	x	x	x	x	x	x	0.5	x	x													f,g
	100	Univ. of Houston [www.law.uh.edu]	x	x	x	x	x	x	x	x	0.5	0.5	x	x												f
	98	Florida Coastal Sch. of Law [www.fcsl.edu]	x	x	x	x		0.75	x	x	x	x	x													f
5	98	Univ. of Illinois [www.law.illinois.edu]	x	x	x			x	x	x	x	0.75	x	x												f,i,k
	98	Univ. of Mississippi [www.olemiss.edu/depts/law_school]	x	x	x	x		x	x	x	0.8	x	0.5	x												f,i
8	97	Arizona State Univ. [www.law.asu.edu]	x	x	x		x	x	x	x	x	x	x													f,i
9	96.5	New England Sch. of Law [www.nesl.edu]	x	x	x		x	x	x	0.8	x	x	x	x												f
10	96	City Univ. of New York [www.law.cuny.edu]	x	x	x			x	x	x	0.5	0.5	x	x												f,g
11	95.5	Univ. of New Hampshire Sch. of Law [law.unh.edu]	x	x				x	x	x	x	x	x	x												f,g
	95.5	American Univ. [www.wcl.american.edu]	x	x	x	x		x	x	x	x	x	x	x												g,i
	95	Univ. of North Carolina [www.law.unc.edu]	x	x	x		x	0.5	x	x	0.75	0.5	x	x												f,k
13	95	Univ. of Utah [www.law.utah.edu]	x	x			x	x	x	x	x	0.5	x													f
	95	Wake Forest Univ. [law.wfu.edu]	x	x	x		x	x	x	x	0.8	0.5	x	x												f,i
	94	Charlotte Sch. of Law [www.charlottelaw.org]	x	x			x	x	x	0.8	0.75	0.5	x	x												f
16	94	George Mason Univ. [www.law.gmu.edu]	x				x	x	x	x	x	x														f,g
	94	Univ. of St. Thomas Sch. of Law [www.stthomas.edu/law]	x	x	x			x	x	x	0.25	0.5	x	x												f,x
19	93.5	Univ. of Notre Dame [law.nd.edu]	x	x			x	x	x	x	0.25	x	x	x	x											f,i
	93	John Marshall Law Sch. [www.jmls.edu]	x	x				x	x	x	0.25	0.5	x	x												f
	93	Thomas Jefferson Sch. of Law [www.tjsl.edu]	x	x	x			x	x	x	0.6	0.5														f,x
20	93	Univ. of La Verne [law.laverne.edu]	x	x				x	x	x	0.25	0.5	x	x												f
	93	Univ. of Massachusetts [www.umassd.edu/law/]	x	x			x	x	x	x	0.5	0.5	x	x												f
24	92.5	Gonzaga Univ. [www.law.gonzaga.edu]	x	x	x			x	x	x	x	x	x	x												f,g
	92.5	Duke Univ. [www.law.duke.edu]	x	x			x	x	x	x	0.8	0.25	0.5	x	x											f,x,z
	92	John Marshall Law Sch. - Atlanta [www.johnmarshall.edu]	x	x	x			x	0.75	x	x	0.5	x	x												f
26	92	Univ. of Florida [www.law.ufl.edu]	x	x	x			x	x	x	x	0.5	x	x												f
	92	Univ. of Nebraska [law.unl.edu]	x	x				x	x	x	x	0.5														f,g,i,z
	92	Univ. of Texas at Austin [www.utexas.edu/law]	x	x	x			x	x	x	0.8	x	x	x												f,i
30	91	Elon Univ. [www.elon.edu/e-web/law]	x	x	x			x	x	x	0.8	0.25	0.5													f
	91	Ohio Northern Univ. [www.law.onu.edu]	x	x	x			x	x	x	0.75	0.5														f
	91	Univ. of Hawaii [www.law.hawaii.edu]	x	x	x			x	x	x	0.2	x	0.5													f
	91	Univ. of New Mexico [lawschool.unm.edu]	x	x				x	x	x	x	0.5	x													i,k

ROGER V. SKALBECK & MATT ZIMMERMAN

	90	Univ. of Chicago [www.law.uchicago.edu]	x	x	x	x	x	0.75	x	x	0.5	x						x	x	x	x	x	x	k
	90	Univ. of Detroit Mercy [www.law.udmercy.edu]	x	x	x				x	x	x	0.6		0.5	x						x	x	x	f
34	90	Univ. of Maine [mainelaw.maine.edu]	x	x	x	x	x	x	0.8	0.25	x									x	x	x	x	
	90	Univ. of Southern California [law.usc.edu]	x	x	x	x	x	x	0.6		0.5	x								x	x	x	x	
	90	Washington Univ. [www.washburnlaw.edu]	x	x	x				x	x	x	x								x	x	x	x	
39	89.5	Michigan State Univ. Coll. of Law [www.law.msu.edu]	x	x		x	x	x	0.8	0.5	x	x								x	x	x	x	
	89	Lewis and Clark Law Sch. [law.lclark.edu]	x			x	x	x	x	x	x	x								x	x	x	x	
40	89	Univ. of North Dakota [law.und.edu]	x	x	x				0.5	x	x	0.25	x							x	x	x	x	f,z
	88.5	Univ. of Colorado [www.colorado.edu/Law]	x	x	x	x	x	x	x	0.5			x	x						x	x	x	x	
42	88.5	Univ. of Wyoming [www.uwyo.edu/law/]	x	x	x				x	x	x	x		0.5	x	x				x	x	x	x	z
	88	Appalachian Sch. of Law [www.asl.edu]	x	x	x				x	x	x	x	0.75	0.5	x					x	x	x	x	
	88	George Washington Univ. [www.law.gwu.edu]	x	x	x	x	x	x	0.2	0.25	0.5	x								x	x	x	x	
44	88	Georgetown Univ. [www.law.georgetown.edu]	x	x	x				x	x	x			0.5	x					x	x	x	x	z
	88	Univ. of Arkansas at Little Rock [www.law.ualr.edu]	x	x	x	x	x	x	x	0.5	0.5	x								x	x	x	x	f
	88	Washington and Lee Univ. [law.wlu.edu]	x	x	x				x	x	x	0.2	0.5	0.5	x					x	x	x	x	i
	88	Wayne State Univ. [www.law.wayne.edu]	x	x	x	x			x	x	x	0.4	0.25	0.5	x					x	x	x	x	f
	87	Chapman Univ. Sch. of Law [www.chapman.edu/law]	x	x		x			0.75	x				0.5	x						x	x	x	f,g
50	87	Pepperdine Univ. [law.pepperdine.edu]	x	x	x				0.75	x	x			0.5	x						x	x	x	
	87	Stetson Univ. [www.law.stetson.edu]	x	x	x				x	x	x	0.6	0.25	0.5	x					x	x	x	x	
53	86.5	Drake Univ. [www.law.drake.edu]	x	x	x				x	x	x	0.75	0.5	x	x					x	x	x	x	
	86	Columbia Univ. [www.law.columbia.edu]	x	x	x				x	x	x	0.5	0.5	x						x	x	x	x	
54	86	Univ. of Iowa [www.law.uiowa.edu]	x			x	x	x	0.8				0.5	x							x	x	x	f
	86	Univ. of South Carolina [usclaw.sc.edu]	x			x	x	x	0.4	0.75	0.5									x	x	x	x	f
	86	William Mitchell Coll. of Law [www.wmitchell.edu]	x	x		x	x	x	x				0.5	x							x	x	x	i
58	85.5	Valparaiso Univ. [www.valpo.edu/law]	x	x	x				0.75	x	0.4	0.25	0.5	x						x	x	x	x	f
	85	Univ. of Miami [www.law.miami.edu]	x	x	x				x	x	x	0.2	0.5	0.5	x	x				x	x	x	x	
	85	Univ. of Missouri-Columbia [www.law.missouri.edu]	x	x		x	x	0.5	x	x	x									x	x	x	x	
59	85	Univ. of Missouri-Kansas City [www.law.umkc.edu]	x	x		x	x	x	0.8	0.25	0.5	x								x	x	x	x	
	85	Univ. of Oklahoma [www.law.ou.edu]	x	x		x	x	x	x	0.5	x	x								x	x	x	x	z
	85	Univ. of Pittsburgh [www.law.pitt.edu]	x	x	x				0.75	x	0.2	0.75	0.5							x	x	x	x	
	85	Western New England Coll. [www1.law.wnec.edu]	x	x	x				0.5	x	0.4	0.75	0.5	x						x	x	x	x	
65	84.5	Vermont Law Sch. [www.vermontlaw.edu]	x	x	x				x	x	x	0.2	0.25	x	x					x	x	x	x	z
	84	Southwestern Univ. [www.swlaw.edu]	x	x		x	x	x	0.8				0.5	x						x	x	x	x	
66	84	Univ. of Baltimore [law.ubalt.edu]	x	x		x	x	x	0.6	0.25	0.5	x								x	x	x	x	f
	84	Univ. of California at Davis [www.law.ucdavis.edu]	x	x	x				x	x	x	0.75	x	x						x	x	x	x	
	83	DePaul Univ. [www.law.depaul.edu]	x	x		x	x	x	0.8	0.75	0.5	x								x	x	x	x	
	83	Indiana Univ. - Indianapolis [indy.law.indiana.edu]	x		x	x	x	x	0.2	0.25	0.5									x	x	x	x	f
	83	McGeorge Sch. of Law [www.mcgeorge.edu]	x	x	x				0.5	x	x	0.75	0.5	x						x	x	x	x	
69	83	Ohio State Univ. [moritzlaw.osu.edu]	x	x		x	x	x	0.2	0.5	0.5	x								x	x	x	x	
	83	Univ. of California at Berkeley [www.law.berkeley.edu]	x	x		x	x	x	0.75	x	0.2	0.75	0.5	x						x	x	x	x	z
	83	Univ. of Maryland [www.law.umaryland.edu]	x			x	x	x	0.8	0.75	0.5	x								x	x	x	x	
	83	Univ. of San Diego [www.sandiego.edu/law]	x			x	0.75	x	x	0.5	x	x								x	x	x	x	k
	83	Univ. of South Dakota [www.usd.edu/law]	x	x	x	0.5	x	x	0.8											x	x	x	x	
77	82.5	Hamline Univ. [law.hamline.edu]	x	x	x	0.5	x	x	0.2	0.5	x	x	x							x	x	x	x	
	82.5	Univ. of Wisconsin [www.law.wisc.edu]	x	x		x	x	x	0.8	0.75	x	x								x	x	x	x	
	82.5	Washington Univ. [www.wulaw.wustl.edu]	x	x		x	x	x	x	0.5	0.5	x	x							x	x	x	x	
	82	Capital Univ. [www.law.capital.edu]	x	x		x	x	x	0.2	0.25	0.5	x								x	x	x	x	
	82	Loyola Univ.-New Orleans [law.loyno.edu]	x			x	x	x	x	0.25	x									x	x	x	x	
80	82	State Univ. of New York At Buffalo [www.law.buffalo.edu]	x		x	x	0.5	x	x	x	0.5	x								x	x	x	x	
	82	Univ. of Tulsa [www.law.utulsa.edu]	x			x	x	x	0.6	0.5	x	x								x	x	x	x	
	82	Vanderbilt Univ. [law.vanderbilt.edu]	x	x	x				0.75	x	0.6	0.75	0.5	x	x					x	x	x	x	
85	81.5	Harvard Univ. [www.law.harvard.edu]	x	x	x	0.5	x	x	x	0.75	x	x	x							x	x	x	x	i
	81	Charleston Sch. of Law [www.charlestonlaw.org]	x	x		x	0.5	x	x	0.4	0.75	0.5	x							x	x	x	x	
	81	Dwayne O. Andreas Sch. of Law [www.harry.edu/law]	x	x		x	x	x	0.8	0.75	0.5									x	x	x	x	f
86	81	Indiana Univ. - Bloomington [www.law.indiana.edu]	x		x	x	x	x	0.4											x	x	x	x	z
	81	Pace Univ. [www.law.pace.edu]	x	x		x	0.75	x	0.8			0.5	x							x	x	x	x	g
	81	Univ. of California-Hastings [www.uchastings.edu]	x		x	x	x	x	x	0.5	x	x								x	x	x	x	i,z
	80	Georgia State Univ. [law.gsu.edu]	x	x	x				x	0.5	x	0.2								x	x	x	x	
91	80	Marquette Univ. [law.marquette.edu]	x	x		0.5	x	x	x	0.5										x	x	x	x	
	80	Univ. of Virginia [www.law.virginia.edu]	x	x	x				x	x	0.2	0.5	0.5	x						x	x	x	x	z
94	79.5	Brooklyn Law Sch. [www.brooklaw.edu]	x	x		x	0.5	x	0.8		0.5	x	x							x	x	x	x	
	79.5	Whittier Coll. [www.law.whittier.edu]	x	x		x	0.75	x	0.8		x	x	x							x	x	x	x	
	79	Quinnipiac Univ. Sch. of Law [law.quinnipiac.edu]	x	x		0.5	x	x	0.8											x	x	x	x	
96	79	Rutgers Univ.-Newark [www.law.newark.rutgers.edu]	x	x		0.5	x	x	0.4		x	x								x	x	x	x	

