Authority
- Is there contact information?
- Who is the sponsor?
- What is the URL (web address)?

Accuracy
- Is the information factual?
- Does the page agree with other information that you’ve already found?
- Does the page offer information that cannot be found elsewhere?
- Is this information useful for your purpose?

Currency
- Is there evidence that the information is current? (i.e. last update or copyright)

Objectivity
- Does this page provide unbiased information?
- Does this page try to persuade the reader to a particular viewpoint?
- Does this page try to sell anything?
- Is this page designed mainly to entertain?