**Online Niche Marketing**

**Keyword Search List Document Assignment #3**

Student Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | CATEGORY |  | **20** | **15** | **8** |  | **1** |  |  |
|  |  |  |  |  |
|  | **Use of Class** |  | Used time well | Used time well | Used some of the |  | Did not use class |  |  |
|  | **Time** |  | during each class | during each class | time well during |  | time to focus on the |  |  |
|  |  |  | period. Focused on | period. Usually | each class period. |  | project. |  |  |
|  |  |  | getting the project | focused on getting | There was some |  |  |  |  |
|  |  |  | done. | the project done. | focus on getting the |  |  |  |  |
|  |  |  |  |  | project done. |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |
|  | **Graphics -** |  | All graphics are | All graphics are | All graphics relate to |  | Graphics do not |  |  |
|  | **Relevance** |  | related to the topic | related to the topic | the topic. Most |  | relate to the topic |  |  |
|  |  |  | and make it easier to | and most make it | borrowed graphics |  | OR several |  |  |
|  |  |  | understand. All | easier to | have a source |  | borrowed graphics |  |  |
|  |  |  | borrowed graphics | understand. All | citation. |  | do not have a source |  |  |
|  |  |  | have a source | borrowed graphics |  |  | citation. |  |  |
|  |  |  | citation. | have a source |  |  |  |  |  |
|  |  |  |  | citation. |  |  |  |  |  |
|  | **Required** |  | The document | All required | All but one of the |  | Several required |  |  |
|  | **Elements** |  | includes all required | elements are | required elements is |  | elements were |  |  |
|  |  |  | elements as well as | included on the | included on the |  | missing. |  |  |
|  |  |  | additional | document. | document. |  |  |  |  |
|  |  |  | information. |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |
|  | **Attractiveness** |  | The document is | The document is | The document is |  | The document is |  |  |
|  |  |  | exceptionally | attractive in terms of | acceptably attractive |  | distractingly messy |  |  |
|  |  |  | attractive in terms of | design, layout, and | though it may be a |  | or very poorly |  |  |
|  |  |  | design, layout, and | neatness. | bit messy. |  | designed. It is not |  |  |
|  |  |  | neatness. |  |  |  | attractive. |  |  |
|  |  |  |  |  |  |  |  |  |  |
|  | **Mechanics** |  | Capitalization and | There is one error in | There are two errors |  | There are more than |  |  |
|  |  |  | punctuation are | capitalization or | in capitalization or |  | two errors in |  |  |
|  |  |  | correct throughout | punctuation. | punctuation. |  | capitalization or |  |  |
|  |  |  | the document. |  |  |  | punctuation. |  |  |
|  |  |  |  |  |  |  |  |  |  |

**Total Score \_\_\_\_\_\_\_\_\_\_\_\_\_**

**Maximum 100 Points**