

## MENTOR SITES

What is a Mentore Site? It's a site that illustrates a point you want to make—about a feature or a style of photography or a “feeling.” The feeling part is important! Don't worry about “unpacking it. Just say a little about the feeling the site gives you. Please do NOT worry about whether a site is for the same kind of organization as AEDP Institute. A few words about why you've included it are all that's necessary. IMPT: A mentor site may make your list for one reason and one reason only. That's fine and usually true.

## THINGS TO OBSERVE

- Visual Appeal:** how it “feels,” color, use of white space (open airy)
- Photography:** type of image(s), large vs small, one dominant vs many, how the images make you feel.
- Ease of Use:**
  - Clear Navigation
  - Easy Sign-in Process
  - It's easy to find what you want on the site
- Specific Features**
  - Directory
  - Blog within the site
  - Shopping Cart/Store
  - Chat
  - Free Newsletter sign-up
- Language**
  - Clear, concise, to the point
  - Feel as if someone is talking to you personally
  - Clear sense of the persona speaking
  - Written and organized in a way that lets you get the big picture/main idea and then gives you the option of drilling down for more detail if you want it.
- Other**