

Website Usability Checklist

Accessibility

- ☐ The webpages load quickly.
- ☐ Site has adequate text-to-background contrast.
- ☐ Font size/spacing is easy to read.
- ☐ Flash & add-ons are used sparingly.
- ☐ Images have appropriate ALT tags.
- ☐ Site has custom not-found/404 page.
- ☐ Site works from all internet browsers.

Identity

- ☐ Company logo is prominently placed.
- ☐ Tagline makes company's purpose clear.
- ☐ Home-page is digestible in 5 Seconds.
- ☐ Visitors can easily find out who runs the site.
- ☐ Visitors can easily find an email address to contact if they have difficulties using the site.

Navigation

- ☐ Essential navigational elements are easy to find.
- ☐ Navigation is clear and consistent throughout the site.
- ☐ The back button always take them back to the preceding page.
- ☐ Number of buttons/links is reasonable.
- ☐ Company logo is linked to home-page.
- ☐ Links are consistent & easy to identify.
- ☐ Site search is easy to access.

Content

- ☐ Content is less than 2/3 a screen-length wide.
- ☐ Text is broken up with whitespace.
- ☐ Major headings are clear and descriptive.
- ☐ Critical content is above the fold.
- ☐ Styles and colors are consistent.
- ☐ Color choices are easy to read.
- ☐ Emphasis (bold, italics) is used sparingly.
- ☐ Ads & pop-ups are unobtrusive.
- ☐ Main copy is concise and explanatory.
- ☐ URLs are meaningful and user-friendly.
- ☐ HTML page titles are explanatory.

- ☐ Visitors are allowed to bookmark individual pages.
- ☐ The most important elements of the site are visible without scrolling up and down or from side to side on screens set to 600 x 800 size.
- ☐ Looks good on desktop and mobile.

For E-commerce Sites

- ☐ Visitors should immediately understand what is being sold.
- ☐ Check if the visitors can quickly find products and product descriptions.
- ☐ Make sure there are links to related products and are active.
- ☐ Check the link to place an order is clearly visible.
- ☐ Can visitors find contact info easily?
- ☐ Include your email address in the contact details.
- ☐ Ensure there is a price information.
- ☐ Include information about the company and its management.
- ☐ Is there other information that is relevant?