

### Accessibility

- ☐ 1. Site load-time is reasonable
- ☐ 2. Adequate text-to-background contrast
- ☐ 3. Font size/spacing is easy to read
- ☐ 4. Flash & add-ons are used sparingly
- ☐ 5. Images have appropriate ALT tags
- ☐ 6. Site has custom not-found/404 page

### Identity

- ☐ 7. Company logo is prominently placed
- ☐ 8. Tagline makes company's purpose clear
- ☐ 9. Home-page is digestible in 5 seconds
- ☐ 10. Clear path to company information
- ☐ 11. Clear path to contact information

### Navigation

- ☐ 12. Main navigation is easily identifiable
- ☐ 13. Navigation labels are clear & concise
- ☐ 14. Number of buttons/links is reasonable
- ☐ 15. Company logo is linked to home page
- ☐ 16. Links are consistent & easy to identify
- ☐ 17. Site search is easy to access

### Content

- ☐ 18. Major headings are clear & descriptive
- ☐ 19. Critical content is above the "fold"
- ☐ 20. Styles & colors are consistent
- ☐ 21. Emphasis (bold, etc.) is used sparingly
- ☐ 22. Ads & pop-ups are unobtrusive
- ☐ 23. Main copy is concise & explanatory
- ☐ 24. URLs are meaningful & user-friendly
- ☐ 25. HTML page titles are explanatory

### Website Usability

**25 POINT WEBSITE USABILITY CHECKLIST**

- ACCESSIBILITY**
  - 01 SITE LOAD-TIME IS REASONABLE**  
Sites should come in under 100KB. 60KB is even better. Do not make people leave.
  - 02 ADEQUATE TEXT-TO-BACKGROUND CONTRAST**  
Eyes and monitors vary widely. Do not ruin user's eyesight. Good, old-fashioned black-on-white is still best.
  - 03 FONT SIZE/SPACING IS EASY TO READ**  
Ideal size for text is uncertain but err on the side of slightly too big. White space is a designer's best friend.
  - 04 FLASH & ADD-ONS ARE USED SPARINGLY**  
5 minutes for a plug-in to load. Use new technology sparingly. Search engines support standard HTML/CSS.
  - 05 IMAGES HAVE APPROPRIATE ALT TAGS**  
Search engines understand images by ALT tags. Critical for images in key content, like menu items.
  - 06 SITE HAS CUSTOM NOT-FOUND/404 PAGE**  
A white page with "404 Not Found" is a way to lose customers. A custom 404 page is a way to guide visitors to content.
- IDENTITY**
  - 07 COMPANY LOGO IS PROMINENTLY PLACED**  
A logo should be easy to find. People expect it and they might like it.
  - 08 TAGLINE MAKES COMPANY'S PURPOSE CLEAR**  
What do you do? Describe with a tagline. Make it in few words and avoid marketing jargon.
  - 09 HOME-PAGE IS DIGESTIBLE IN 5 SECONDS**  
Visitors want to get the basic gist of home page in few seconds. They are a fickle bunch.
  - 10 CLEAR PATH TO COMPANY INFORMATION**  
"About Us" page seems outdated. People need an easy way to learn more about you.
  - 11 CLEAR PATH TO CONTACT INFORMATION**  
List your contact information as text, not in an image, easy for search engines too.
- NAVIGATION**
  - 12 MAIN NAVIGATION IS EASILY IDENTIFIABLE**  
Main navigation must be easy to find, read, read, and use. Make it clear when navigation is heavy.
  - 13 NAVIGATION LABELS ARE CLEAR & CONCISE**  
"Contact Us" label or "Communicate Online With Our Team" label. Navigation should be short, to the point, and easy for menu visitors.
  - 14 NUMBER OF BUTTONS/LINKS IS REASONABLE**  
If you have 30 menu items, think hard about their necessity. If you've got 3 layers of flyaway/javascript menus, just start over.
  - 15 COMPANY LOGO IS LINKED TO HOME-PAGE**  
People expect that. Video of users clicking on a logo over and over is available.
  - 16 LINKS ARE CONSISTENT & EASY TO IDENTIFY**  
Links should stand out. Make them either blue or underlined. But use links sparingly.
  - 17 SITE SEARCH IS EASY TO ACCESS**  
"Search" still works best for most sites. Make sure it's prominent and keep the button simple and clear.
- CONTENT**
  - 18 MAJOR HEADINGS ARE CLEAR & DESCRIPTIVE**  
To set content apart and keep it organized with major & minor headings. Use them always for SEO benefits.
  - 19 CRITICAL CONTENT IS ABOVE THE FOLD**  
The imaginary line where the bottom of your screen cuts off a page, is called Fold. "What you also" should fit on the first screen.
  - 20 STYLES & COLORS ARE CONSISTENT**  
Layout, headings, and styles should be consistent site-wide. Colors should give the same meaning. Do not confuse customers and lose them.
  - 21 EMPHASIS (BOLD, ETC.) USED SPARINGLY**  
It's a fact of human cognition: try to draw attention to everything and you'll effectively draw attention to nothing.
  - 22 ADS & POP-UPS ARE UNOBTUSIVE**  
Integrate them neatly into your site, else your content may suffer. Don't try to force ads and pop-ups down another thread.
  - 23 MAIN COPY IS CONCISE & EXPLANATORY**  
Look at your home page - can you say the same thing in half as many words? Nobody cares if you can "leave your opinion".
  - 24 URLs ARE MEANINGFUL & USER-FRIENDLY**  
Descriptive URLs are good for visitors and search engines. But don't need to re-engineer an entire site.
  - 25 HTML PAGE TITLES ARE EXPLANATORY**  
Search engines visitors identify sites by page titles. Make them descriptive, unique, and not spam them with full of keywords.

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