

Website Usability Checklist

By Alex Strickland

- 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.
- For Ecommerce Sites
 - Visitors should immediately tell what you sell.
 - Check if the visitors can quickly find products and product descriptions.
 - Make sure there are links to related products.
 - Check the link to place an order is clearly visible.
 - Make sure the visitors find your phone number from every page in case they have a question.
 - Make sure the visitors find your name and address, and fax number.
 - Include your email address in the contact details.
 - Ensure there is a price information.
 - Include information about the company and its management.
 - Include any other important information you want the visitors to have.