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 immidiately 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.