



WEBSITE USABILITY CHECKLIST

Accessibility

RATING

COMMENTS

- | | | | | |
|---|--|---|---|---|
| 1 | Load-time of Website is Acceptable | ✓ | ✓ | ✗ |
| 2 | Sufficient text-to-background contrast | ✓ | ✓ | ✗ |
| 3 | Easy to read font size or spacing | ✓ | ✓ | ✗ |
| 4 | Add-ons and Flash are used moderately | ✓ | ✓ | ✗ |
| 5 | Have proper ALT tags for Images | ✓ | ✓ | ✗ |
| 6 | Custom not-found/404 page | ✓ | ✓ | ✗ |

Identity

- | | | | | |
|----|--|---|---|---|
| 7 | Logo is noticeably placed | ✓ | ✓ | ✗ |
| 8 | Tagline clearly emphasizes company's purpose | ✓ | ✓ | ✗ |
| 9 | Home-page can take in 5 seconds | ✓ | ✓ | ✗ |
| 10 | Clear direction to company information | ✓ | ✓ | ✗ |
| 11 | Clear direction to contact information | ✓ | ✓ | ✗ |

Navigation

- | | | | | |
|----|---|---|---|---|
| 12 | Easily recognizable main Navigation | ✓ | ✓ | ✗ |
| 13 | Straightforward & concise Navigation labels | ✓ | ✓ | ✗ |
| 14 | Acceptable number of buttons/links | ✓ | ✓ | ✗ |
| 15 | Logo linked to home-page | ✓ | ✓ | ✗ |
| 16 | Consistent & easy to recognize links | ✓ | ✓ | ✗ |
| 17 | Accessible site search | ✓ | ✓ | ✗ |

Content

- | | | | | |
|----|---------------------------------------|---|---|---|
| 18 | Detailed & clear Major headings | ✓ | ✓ | ✗ |
| 19 | Critical content is on top of "fold" | ✓ | ✓ | ✗ |
| 20 | Consistent styles and colors | ✓ | ✓ | ✗ |
| 21 | Moderately used emphasis (bold, etc.) | ✓ | ✓ | ✗ |
| 22 | Ads & pop-ups are restrained | ✓ | ✓ | ✗ |
| 23 | Concise & informative main copy | ✓ | ✓ | ✗ |
| 24 | Significant & user friendly URLs | ✓ | ✓ | ✗ |
| 25 | Clear HTML page titles | ✓ | ✓ | ✗ |