

WEBSITE USABILITY CHECKLIST

Accessibility
1. Site load-time is reasonable
2. Adequate text-to-background contrast
3. Font size/spacing is easy to read
4. Flash and add-ons are used sparingly
5. Images have appropriate ALT tags
6. Site has custom not-found/404 page
7. Content responds and adapts to all devices, operating systems and browsers
Identity
8. Company logo is prominently placed
9. Tagline makes company's purpose clear
10. Home page is digestible in 5 seconds
11. Clear path to company information
12. Clear path to contact information
Navigation
13. Main navigation is easily identifiable
14. Navigation labels are clear and concise
15. Number of buttons/links is reasonable
16. Company logo is linked to home-page
17. Links are consistent and easy to identify
18. Links are easy to use on a smartphone
19. Control settings on multimedia files are clear and easy to use
20. Site search is easy to access
Content
21. Major headings are clear and descriptive
22. Critical content is above the 'fold'
23. Styles and colours are consistent
24. Emphasis (bold, etc.) is used sparingly
25. Ads and pop-ups are unobtrusive
26. Visual and aural content of multimedia files is synchronised and of good quality
27. Interactive applications function correctly
28. Main copy is concise and explanatory
29. URLs are meaningful and user-friendly
30. HTML page titles are explanatory