**Website Usability Checklist**

|  |  |  |
| --- | --- | --- |
| **Accessibility** | **Rating (1-10)** | **Comments** |
| 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. Site has custom not‐found/404 page |  |  |
| 6. Content adapts to smaller screen resolutions or existence of mobile website |  |  |
| **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. Content is structured by paragraphs and sub-headings |  |  |
| 23. Main copy is concise & explanatory |  |  |
| 24. URLs are meaningful & user‐friendly |  |  |
| 25. HTML page titles are explanatory |  |  |

Source: based on 25‐point Website Usability Checklist by User Effect (2009)