

## Website Usability Checklist

Accessibility	Rating	Comments
1. Site load-time is less than 5 seconds	Rating (1 - 5)	Comments
2. White space is sufficient; pages are not too dense		
3. Font size/spacing is easy to read		
4. Flash/unnecessary animation & add-ons are used sparingly		
5. Images have appropriate ALT tags		
6. Site has custom not-found/404 page		
<b>Identity</b>		
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		
<b>Navigation</b>		
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. Major/important parts of the site are directly accessible from main page		
18. Site search is easy to access		
19. Site map is provided for large/complex sites		
<b>Content</b>		
20. Major headings are clear & descriptive		
21. Critical content is above the "fold"		
22. Styles & colors are consistent		
23. Emphasis (bold, etc.) is used sparingly		
24. Ads & pop-ups are unobtrusive		

<b>25. Main copy is concise &amp; explanatory</b>		
<b>26. Language is simple without jargon</b>		
<b>27. URLs are meaningful &amp; user-friendly</b>		
<b>28. HTML page titles are explanatory</b>		
<b>29. Terms are defined</b>		
<b>30. Linked are concise and visible; not buried in text</b>		