

## Web Usability Checklist

### Guided User Experience

1. The website loads within 3 seconds
2. The purpose of the site and the critical actions are clear within 5 seconds
3. The site logo is easy to find and links to the home page
4. It's easy to find the About Us, Contact Us and Home links
5. The internal search function is easy to find and use (if applicable)
6. There is a custom 404 page for broken links
7. Forms and signups only require essential information and provide helpful feedback

### Text Clarity

8. The title tags, meta descriptions, headers and URLs are clear and descriptive
9. The text on the page is easy to read
10. The pages are easy to scan for important information and are free of errors

### Design Consistency

11. The design, layout and organization of the site are professional and consistent
12. The navigation is clear, well organized and does not overwhelm
13. The important site content is viewable on a small monitor without scrolling
14. Links are obvious and take you to relevant pages
15. Animation, video, pop-ups and ads are kept to a bare minimum throughout the site

Need help with usability? View our [Free Web Usability Guide](#) and [Consulting Services](#)