# COMPARISON OF THREE MOVING WEBSITES

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| Page Layout | **Easy Move**  **Website** | demenagementeconomique.ca | http://www.bustamovemoving.com/ |
| ❏ Appealing to target audience | yes | yes | yes |
| ❏ Consistent site header/logo | yes | yes | yes |
| ❏ Consistent navigation area | yes | yes | yes |
| ❏ Informative page title that includes the company/organization/site name | yes | yes | yes |
| ❏ Page footer area includes copyright, last update, contact e-mail address | no | no | no |
| ❏ Good use of basic design principles: repetition, contrast, proximity, and alignment | yes | yes | yes |
| ❏ Displays without horizontal scrolling at 1024×768 and higher resolutions | yes | yes | yes |
| ❏ Balance of text/graphics/white space on page | yes | yes | yes |
| ❏ Good contrast between text and background | yes | yes | yes |
| ❏ Header and nav occupy less than ¼ to ⅓ of the browser at 1024×768 resolution | yes | yes | yes |
| ❏ Home page has compelling, interesting information above the fold at 1024×768 | yes | yes | yes |
| ❏ Home page downloads within ten seconds on dial-up connection | n/a | n/a | n/a |
| ❏ Viewport meta tag is used to enhance display on smartphones | yes | no | no |
| ❏ Media queries configure responsive page layout for smartphone and tablet display | yes | yes | yes |
| **Browser Compatibility** | | | |
| ❏ Displays on popular/current versions of Internet Explorer | Yes | yes | yes |
| ❏ Displays on popular/current versions of Microsoft Edge | yes | yes | yes |
| ❏ Displays on current versions of Firefox | yes | yes | yes |
| ❏ Displays on current versions of Google Chrome | yes | yes | yes |
| ❏ Displays on current versions of Opera | yes | yes | yes |
| ❏ Displays on current versions of Safari (both Mac and Windows) | n/a | n/a | n/a |
| ❏ Displays on popular mobile devices (including tablets and smartphones) | yes | yes | yes |
| **Navigation** | | | |
| ❏ Main navigation links are clearly and consistently labeled | yes | yes | yes |
| ❏ Navigation is easy to use for target audience | yes | yes | yes |
| ❏ If main navigation uses images, clear text links are in the footer section of the page | N/a | n/a | n/a |
| ❏ If main navigation uses Flash, clear text links are in the footer section of the page | N/a | n/a | n/a |
| ❏ Navigation is structured in an unordered list | yes | yes | yes |
| ❏ Navigation aids, such as site map, skip navigation link, or breadcrumbs are used | no | no | no |
| ❏ All navigation hyperlinks "work" — are not broken | yes | yes | yes |
| **Color and Graphics** | | | |
| ❏ Color scheme is limited to a maximum of three or four colors plus neutrals | no | yes | yes |
| ❏ Color is used consistently | yes | yes | yes |
| ❏ Text color has sufficient contrast with background color | yes | yes | yes |
| ❏ Color is not used alone to convey meaning | yes | yes | yes |
| ❏ Use of color and graphics enhances rather than distracts from the site | yes | no | yes |
| ❏ Graphics are optimized and do not significantly slow download | yes | yes | yes |
| ❏ Each graphic used serves a clear purpose | yes | yes | yes |
| ❏ Image tags use the alt attribute to configure an alternate text description | yes | no | No |
| ❏ Animated images do not distract from the site and do not endlessly repeat | no | yes | no |
| **Multimedia** | | | |
| ❏ Each audio/video/Flash file used serves a clear purpose | yes | n/a | yes |
| ❏ The audio/video/Flash files used enhance rather than distract from the site | yes | n/a | yes |
| ❏ Captions are provided for each audio or video file used | no | n/a | yes |
| ❏ Download times for audio or video files are indicated | n/a | n/a | n/a |
| ❏ Links to downloads for media plug-ins are provided | yes | n/a | no |
| **Content Presentation** | | | |
| ❏ Common fonts such as Arial or Times New Roman are used | yes | yes | yes |
| ❏ No more than one web font is used | yes | yes | yes |
| ❏ Techniques of writing for the Web are used: headings, bullet points, brief paragraphs | yes | yes | yes |
| ❏ Fonts, font sizes, and font colors are consistently used | yes | yes | yes |
| ❏ Content provides meaningful, useful information | yes | yes | yes |
| ❏ Content is organized in a consistent manner | yes | yes | yes |
| ❏ Information is easy to find (minimal clicks) | yes | yes | yes |
| ❏ Timeliness: The date of the last revision and/or copyright date is accurate | n/a | n/a | n/a |
| ❏ Content does not include outdated material | yes | yes | yes |
| ❏ Content is free of typographical and grammatical errors | no | yes | yes |
| ❏ Content provides links to other useful sites | no | no | no |
| ❏ Avoids the use of "Click here" when writing text for hyperlinks | yes | yes | yes |
| ❏ Hyperlinks use a consistent set of colors to indicate visited/nonvisited status | no | no | no |
| ❏ If graphics are used to convey meaning, the alternate text equivalent is provided | yes | yes | yes |
| ❏ If media is used to convey meaning, the alternate text equivalent is provided | n/a | n/a | n/a |
| **Functionality** | | | |
| ❏ All internal hyperlinks work | no | yes | yes |
| ❏ All external hyperlinks work | n/a | no | no |
| ❏ All forms function as expected | yes | yes | yes |
| ❏ No JavaScript errors are generated | yes | yes | yes |
| **Accessibility** | | | |
| ❏ If main navigation uses images, text links are in the footer section of the page | n/a | n/a | n/a |
| ❏ If main navigation uses Flash, text links are in the footer section of the page | n/a | n/a | n/a |
| ❏ Navigation is structured in an unordered list | yes | yes | yes |
| ❏ Navigation aids, such as site map, skip navigation link, or breadcrumbs are used | no | no | no |
| ❏ Color is not used alone to convey meaning | Yes | yes | yes |
| ❏ Text color has sufficient contrast with background color | Yes | yes | yes |
| ❏ Image elements use the alt attribute to configure an alternate text description | Yes | yes | yes |
| ❏ Captions are provided for each audio or video file used | no | n/a | yes |
| ❏ Use attributes designed to improve accessibility such as title when appropriate | yes | yes | yes |
| ❏ Use the id and headers attributes to improve the accessibility of table data | n/a | n/a | n/a |
| ❏ Configure frames with frame titles and place meaningful content in the noframes area | n/a | n/a | n/a |
| ❏ The html element's lang attribute indicates the spoken language of the page | yes | yes | yes |
| ❏ The role attribute indicates ARIA landmark roles | no | Yes | no |