

25-point Website Usability Checklist

Accessibility	Rating	Comments
1. Site load-time is reasonable	√ √ x	
2. Adequate text-to-background contrast	√ √ x	
3. Font size/spacing is easy to read	√ √ x	
4. Flash & add-ons are used sparingly	√ √ x	
5. Images have appropriate ALT tags	√ √ x	
6. Site has custom not-found/404 page	√ √ x	
Identity		
7. Company logo is prominently placed	√ √ x	
8. Tagline makes company's purpose clear	√ √ x	
9. Home-page is digestible in 5 seconds	√ √ x	
10. Clear path to company information	√ √ x	
11. Clear path to contact information	✓ ✓ x	
Navigation		
12. Main navigation is easily identifiable	√ √ x	
13. Navigation labels are clear & concise	√ √ x	
14. Number of buttons/links is reasonable	√ √ x	
15. Company logo is linked to home-page	√ √ x	
16. Links are consistent & easy to identify	√ √ x	
17. Site search is easy to access	√ √ x	
Content		
18. Major headings are clear & descriptive	√ √ x	
19. Critical content is above the "fold"	√ √ x	
20. Styles & colors are consistent	√ √ x	
21. Emphasis (bold, etc.) is used sparingly	√ √ x	
22. Ads & pop-ups are unobtrusive	√ √ x	
23. Main copy is concise & explanatory	√ √ x	
24. URLs are meaningful & user-friendly	√ √ x	
25. HTML page titles are explanatory	√ √ x	