



25-point Website Usability Checklist

Items in yellow represent those that are easy to implement while returning maximum benefits.

Accessibility	Rating	Comments
1. Site load-time is reasonable	✓✓✗	
2. Adequate text-to-background contrast	✓✓✗	The Discover page has large pictures that could be shrunk to reduce the amount of empty space
3. Font size/spacing is easy to read	✓✓✗	The Hero image in large view should be shrunk to reduce the awkward spacing around it. Membership table is in a weird position.
4. Flash & add-ons are used sparingly	✓✓✗	
5. Images have appropriate ALT tags	✓✓✗	
6. Site has custom not-found/404 page	✓✓✗	
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	✓✓✗	company logo is not 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. Ads & pop-ups are unobtrusive	✓✓✗	
23. Main copy is concise & explanatory	✓✓✗	
24. URLs are meaningful & user-friendly	✓✓✗	
25. HTML page titles are explanatory	✓✓✗	