Website User Experience Checklist ✔

According to the **Website Standards Association**, people take just 10 seconds to decide whether to continue viewing a site – making it clear that first impressions count.

To help you spot (and fix) issues that could be off-putting to visitors, we've created a checklist of the features a user-friendly site should include. Simply tick off the ones you've already got covered, then scroll down and create your own to-do list.

HOMEPAGE

- ☐ Company location and contact information are clearly accessible from the homepage
- ☐ There's a navigation bar with clear links to key pages and categories
- ☐ Links to social networks are clearly displayed
- ☐ There's a clear call-to-action telling visitors what to do next
- ☐ The page creates a positive first impression that's appropriate for your business
- ☐ The purpose of the site is immediately clear
- ☐ Images and videos are relevant and meaningful

- ☐ Videos and audio don't start to play automatically
- ☐ Any major changes to the site (e.g. changes to delivery policies) are clearly announced
- ☐ If the site has a lot of pages, the homepage contains a search input box
- ☐ Navigation areas aren't overly formatted and won't be mistaken as adverts
- ☐ The homepage is clearly the homepage – other pages won't be mistaken for it
- ☐ There's a clear link to an 'About Us' page

LAYOUT AND DESIGN

- ☐ The design, layout and organisation of the site is consistent and appropriate for your brand
- ☐ The most important information is above the fold (the part of the page visible without scrolling)
- ☐ The site is **responsive** and easy to use on different devices, without horizontal scrolling
- ☐ Related information is clearly grouped together
- ☐ Pages aren't cluttered and have enough white space to make them clear and easily readable
- ☐ Pop-up windows are kept to a minimum
- ☐ The layout focuses users' attention on what to do next
- ☐ Attention-grabbing features, such as animations, are used sparingly and only if relevant

- ☐ It's clear which elements are 'clickable'
- ☐ There is an obvious 'visual starting-point' on each page (e.g. where users should start reading)
- ☐ Fonts are used consistently across all pages
- ☐ Pages don't have 'scroll stoppers' (headings that look like the end of the page, when it's not)
- ☐ Colour is used to group and structure items on the page
- ☐ The background isn't complicated and doesn't distract from the content
- ☐ Your logo is in the same place on every page

ACCESSIBILITY

- ☐ The text on each page is easy to read
- ☐ Alt attributes are provided for non-text elements, such as images
- ☐ Captions and transcriptions are provided for videos
- ☐ The site can be navigated without a mouse, using the keyboard

- ☐ Pages don't use colour to convey information
- ☐ The simplest and clearest language appropriate for the audience is used
- ☐ Page content is readable without a **style sheet**
- ☐ Pages are checked against accessibility standards – e.g. using **Web Accessibility Checker**

NAVIGATION

- [ ] Navigation is clear and consistent on every page
- [ ] It's clear to users where they are on the site – for example using **breadcrumbs**
- [ ] There are clear links to the main pages and categories (e.g. the homepage) on every page
- [ ] Navigation tabs are located at the top of the page
- [ ] Content is organised into categories logically (i.e. it's where the user would expect it to be)
- [ ] Category labels accurately and clearly describe what's in the category
- [ ] If the site has a lot of products, users can sort and filter category pages

- [ ] There's an obvious change when the user hovers the mouse over something 'clickable'
- [ ] The company logo links to the homepage
- [ ] If it's an ecommerce site, there are clear links to the basket and checkout on each page
- [ ] There is a sitemap providing a clear overview of the site's content
- [ ] There is a link to the sitemap on every page
- [ ] There's an easy and obvious way to move between related sites and pages
- [ ] Navigation labels contain 'trigger words' that users look for when they scan the site

LINKS

- [ ] There aren't any broken links (check for these using the **Dead Link Checker tool**)
- [ ] Important commands such as 'buy' are displayed as buttons, not links
- [ ] Links are descriptive, rather than saying 'click here'

- [ ] Links aren't placed in moving features
- [ ] Links look the same across the site and are easily recognisable
- [ ] Buttons and links change colour once clicked

FORMS

- [ ] Only necessary questions are asked
- [ ] Forms allow users to input information, instead of having long drop-down menus
- [ ] Fields are labelled with conventional terms e.g. Name, Address etc.
- [ ] Successful form submission is confirmed with a confirmation page
- [ ] Error messages are displayed next to the input field where the error occurred

- [ ] Users don't need to enter characters like £ or % - the form does this automatically
- [ ] Text boxes provide plenty of space for the answer
- [ ] Users are pre-warned if external information is required e.g. passport number
- [ ] Fields contain hints or examples to make the expected input clear
- [ ] Entry fields clearly indicate the format required for information, such as dates e.g. 11/11/11

CONTENT

- [ ] Content is easily scan-able, with short paragraphs, subheadings, lists and images
- [ ] There is adequate contrast between the text and background colour
- [ ] All page content is useful, concise, relevant and up-to-date
- [ ] Content is written clearly in a common language that the audience will understand
- [ ] Words, phrases and concepts are familiar to the typical user

- [ ] Product pages have all the details necessary to make an informed purchase
- [ ] Acronyms and abbreviations are written in full when first used
- [ ] Sub-headings are short, clear and descriptive
- [ ] Creative or blog content is unique and will appeal to the site's audience

To do