


Web Site Name \*

URL \*

Tag Line

 Evaluate Web Site

## 3 usability violations detected

**SEVERITY** **5** **GUIDELINE 98: The company name should be the first word of window titles****USABILITY CATEGORY: Headings, Titles and Labels**

Since the company's name is the most information-carrying word, it should be the first word in the window title. The words that follow it should be placed in decreasing importance. This is because otherwise, users may fail to notice a web page when it appears in bookmarks or search results

1 Attempted Pattern Matches | 0 Successful Matches | 0 Partial Matches | 1 Failed Matches | 0% Success Rate

**SEVERITY** **5** **GUIDELINE 103: Include the tag line in the window title****USABILITY CATEGORY: Headings, Titles and Labels**

The tag line succinctly defines what the company does. Thus, including the tag line in the window title helps users remember and understand the purpose of lesser known web sites

1 Attempted Pattern Matches | 0 Successful Matches | 0 Partial Matches | 1 Failed Matches | 0% Success Rate

**SEVERITY** **4** **GUIDELINE 202: Exclamation marks should be avoided****USABILITY CATEGORY: Writing Web Content**

Exclamation marks make content look unprofessional, chaotic and loud.

7 Attempted Pattern Matches | 0 Successful Matches | 5 Partial Matches | 2 Failed Matches | 0% Success Rate

## 2 possible usability violations detected

**SEVERITY** **5** **GUIDELINE 165: Labels on buttons should clearly indicate their function****USABILITY CATEGORY: Screen Based Controls (Widgets)**

Studies show that users understand the meaning of button labels such as "Update," "Go," "Submit," "Cancel," "Enter," "Home," "Next," and "Previous." Any other labels should be used with caution

7 Attempted Pattern Matches | 0 Successful Matches | 5 Partial Matches | 2 Failed Matches | 0% Success Rate

**SEVERITY** **4** **GUIDELINE 236: The search box should be wide****USABILITY CATEGORY: Search**

When users encounter wide search boxes, they typically type longer search terms which yields more accurate results. Also, when they are able to see their entire search term, they can self correct any typographical mistakes. It is recommended that the search box can at least accommodate 30 characters

7 Attempted Pattern Matches | 0 Successful Matches | 7 Partial Matches | 0 Failed Matches | 0% Success Rate