



## 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	✓✓✗	
3. Font size/spacing is easy to read	✓✓✗	The font size of the form in your Join page is a bit small
<del>4. Flash &amp; add-ons are used sparingly</del>	✓✓✗	
5. Images have appropriate ALT tags	✓✓✗	
<del>6. Site has custom not found/404 page</del>	✓✓✗	
<b>Identity</b>		
7. Company logo is prominently placed	✓✓✗	Company logo missing
8. Tagline makes company's purpose clear	✓✓✗	Tagline missing
9. Home-page is digestible in 5 seconds	✓✓✗	
10. Clear path to company information	✓✓✗	Company information missing
11. Clear path to contact information	✓✓✗	Company contact information missing
<b>Navigation</b>		
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 missing
16. Links are consistent & easy to identify	✓✓✗	Home in the navigation bar is not responsive
<del>17. Site search is easy to access</del>	✓✓✗	
<b>Content</b>		
18. Major headings are clear & descriptive	✓✓✗	
<del>19. Critical content is above the "fold"</del>	✓✓✗	
20. Styles & colors are consistent	✓✓✗	
21. Emphasis (bold, etc.) is used sparingly	✓✓✗	
<del>22. Ads &amp; pop-ups are unobtrusive</del>	✓✓✗	
23. Main copy is concise & explanatory	✓✓✗	Missing explanatory information
24. URLs are meaningful & user-friendly	✓✓✗	
25. HTML page titles are explanatory	✓✓✗	HTML page titles could be more descriptive