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Heuristic	Rating	Comments
<b>Appearance / aesthetics: first impressions are important—they can make the difference between users staying or leaving your site</b>		
Example	3	2 1
Primary goal or purpose is clear	x	
Clean, simple design		x
Pleasing color scheme	x	
Appropriate use of white space	x	
Consistent design	x	
Text and colors are consistent	x	
Icons are universally understood	x	
Images are meaningful and serve a purpose		x
<b>Content: users are at your site for the content—make it easy for them to find and user your site</b>		
Major headings are easy to understand	x	
Easy to scan		x
Minimal text/information presented		x
Clear terminology: no jargon	x	
Links are clear and follow conventions	x	
Help is available on every page		x
Important content is above the fold		x
Search box is easy to identify and easy to use		x
<b>Navigation: make getting around your site easy and eliminate the user's guess work</b>		
Consistent Navigation	x	
Easy to identify your location on the site (breadcrumbs, headers, colors)	x	
Consistent way to return home	x	
Limited number of buttons & links	x	
Organization of information makes sense		x
<b>Efficiency / Functionality: following basic rules will keep user frustration to a minimum.</b>		
Website loads quickly	x	
Custom 404 errors		x
Error messages are meaningful		n/a
Login is in upper right corner of page		n/a
Proper etiquette for links off site	x	
Contact information is easy to find		x
Login is easy to find		n/a
Hours are easy to find		n/a
No broken links		x
User knows the status of searches		n/a
User knows if they are logged in/out		n/a
System supports undo and redo		n/a
Forms auto-fill and calculate when practical	x	