



## 25-Point Website Usability Checklist

Accessibility	Rating	Comments
1. Site load-time is reasonable	✓ ✓ x	
2. Adequate text-to-background contrast	✓ ✓ x	
3. Font size/spacing is easy to read	✓ ✓ x	
4. Flash & add-ons are used sparingly	✓ ✓ x	
5. Images have appropriate ALT tags	✓ ✓ x	
6. Site has custom not-found/404 page	✓ ✓ x	
<b>Identity</b>		
7. Company logo is prominently placed	✓ ✓ x	
8. Tagline makes company's purpose clear	✓ ✓ x	
9. Home-page is digestible in 5 seconds	✓ ✓ x	
10. Clear path to company information	✓ ✓ x	
11. Clear path to contact information	✓ ✓ x	
<b>Navigation</b>		
12. Main navigation is easily identifiable	✓ ✓ x	
13. Navigation labels are clear & concise	✓ ✓ x	
14. Number of buttons/links is reasonable	✓ ✓ x	
15. Company logo is linked to home-page	✓ ✓ x	
16. Links are consistent & easy to identify	✓ ✓ x	
17. Site search is easy to access	✓ ✓ x	
<b>Content</b>		
18. Major headings are clear & descriptive	✓ ✓ x	
19. Critical content is above the "fold"	✓ ✓ x	
20. Styles & colors are consistent	✓ ✓ x	
21. Emphasis (bold, etc.) is used sparingly	✓ ✓ x	
22. Ads & pop-ups are unobtrusive	✓ ✓ x	
23. Main copy is concise & explanatory	✓ ✓ x	
24. URLs are meaningful & user-friendly	✓ ✓ x	
25. HTML page titles are explanatory	✓ ✓ x	