

Website Usability Checklist

Use this 45-point usability checklist to create a higher level of reader engagement and a positive user experience on your site.

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Best Practices

I. Identity

A. Branding

- Company name and logo are displayed prominently.
- Tagline explains purpose of website concisely.
- Value proposition is stated clearly on the page.

B. Company information

- About page uses customer-focused content.
- Contact page allows easy communication.
- Privacy policy explains how personal information is used.
- Terms of service clearly states legal information.

II. Navigation

A. Primary navigation

- Located directly under the header or in the left sidebar.
- Uses conventional terms for labels or categories.
- Groups similar items together under each category.
- Appears consistently on every page.

B. Breadcrumbs

- Located at the top of the page.
- Uses the greater than symbol (>) between levels.
- Last item is bolded.



II. Navigation (cont.)

C. Links

- Text links are easy to recognize.
- Visited links are in a different color.
- Phrasing is specific and uses active words.
- Number of links is limited in body text.
- Links open in the same window or tab.
- Links to non-text elements are clearly labeled.
- There are no broken links.

III. Search

- Positioned near upper right corner on every page.
- Uses a simple search form with a search button next to it.
- Textbox is wide enough so people can see what they type.

IV. Design

A. Typography

- Number of typefaces is limited to two per site.
- Type size is large enough to read easily.
- Font styles (bold and italic) are used sparingly.

B. Color

- Dark text is used on a light background for high contrast.
- Page elements do not rely on color alone to communicate.

C. Images

- Images are relevant to the message and meaningful.
- Graphics are edited for appropriate size and resolution.
- Alt tags are provided with descriptive text.



V. Technology

- Website is mobile-friendly.
- Web pages load quickly.
- The 404 error page is customized.
- Friendly URLs are used.

VI. Content

- Messaging is reader-focused.
- Text is written in plain language.
- Key messages are above the fold.
- Body text is scannable.
- Number of choices is kept to a minimum.
- Unnecessary words are omitted.

VII. Multimedia

- Flash and animated elements are avoided.
- Audio and video are set to play manually by default.
- Transcripts of audio and video are provided.

Visit us online at WebContentDoctor.com to learn more about the fundamentals of website usability.

