

## ✓ **CHECKLIST for Usability of Web Sites**

*(Numbers in parentheses refer to first page of discussion.)*

### **Accessibility**

- Is the site easy to enter, navigate, and exit? (466)
- Is required scrolling kept to a minimum? (468)
- Is downloading speed reasonable? (466)
- If interaction is offered, is it useful—not superfluous? (468)
- Does the site avoid overwhelming the user with excessive choices? (474)

### **Content**

- Are all needed explanations, error messages, and help screens provided? (468)
- Is the time of each update clearly indicated? (475)
- Is everything accurate and up-to-date? (475)
- Are links connected to high-quality sites? (468)
- Does everything belong (nothing excessive or superfluous or needlessly complex)? (474)
- Is an email button or other contact method prominently displayed? (468)
- Does the content accommodate international users? (472)

### **Arrangement**

- Is the key part of the message on the first page? (474)
- Are navigation bars, hot buttons, help options, and links to PDF files clearly displayed and explicitly labeled? (474)
- Are links easily navigated—backward and forward—with back links to the home page? (474)

### **Writing and Page Design**

- Is the text easy to scan, with short sentences and paragraphs, and do headings, lists, typestyles, and color highlight important material? (473)
- Is overall word count roughly one-half of the hard copy equivalent? (475)
- Is the tone reasonable and restrained—free of overstatement and “marketese”? (475)

### **Graphics and Special Effects**

- Is each graphic easy to download? (468)
- Is each graphic backed up by a text-only version? (468)
- Is each graphic or special effect necessary? (474)

### **Legal Considerations**

- Does the site display a privacy notice that explains how the transaction is being recorded, collected, and used? (475)
- Does each page of the site display a copyright notice? (475)
- Has written permission been obtained for each link to other sites and for each graphic element borrowed from another site? (475)
- Has all posted material received prior legal approval? (475)