

# Website User Experience Checklist



According to the **Website Standards Association**, people take just 10 seconds to decide whether to continue viewing a site – making it clear that first impressions count.

To help you spot (and fix) issues that could be off-putting to visitors, we've created a checklist of the features a user-friendly site should include. Simply tick off the ones you've already got covered, then scroll down and create your own to-do list.

## HOMEPAGE

- Company location and contact information are clearly accessible from the homepage
- There's a navigation bar with clear links to key pages and categories
- Links to social networks are clearly displayed
- There's a clear call-to-action telling visitors what to do next
- The page creates a positive first impression that's appropriate for your business
- The purpose of the site is immediately clear
- Images and videos are relevant and meaningful
- Videos and audio don't start to play automatically
- Any major changes to the site (e.g. changes to delivery policies) are clearly announced
- If the site has a lot of pages, the homepage contains a search input box
- Navigation areas aren't overly formatted and won't be mistaken as adverts
- The homepage is clearly the homepage – other pages won't be mistaken for it
- There's a clear link to an 'About Us' page

## LAYOUT AND DESIGN

- The design, layout and organization of the site is consistent and appropriate for your brand
- The most important information is above the fold (the part of the page visible without scrolling)
- The site is **responsive** and easy to use on different devices, without horizontal scrolling
- Related information is clearly grouped together
- Pages aren't cluttered and have enough white space to make them clear and easily readable
- Pop-up windows are kept to a minimum
- The layout focuses users' attention on what to do next
- Attention-grabbing features, such as animations, are used sparingly and only if relevant
- It's clear which elements are 'clickable'
- There is an obvious 'visual starting-point' on each page (e.g. where users should start reading)
- Fonts are used consistently across all pages
- Pages don't have 'scroll stoppers' (headings that look like the end of the page, when it's not)
- Color is used to group and structure items on the page
- The background isn't complicated and doesn't distract from the content
- Your logo is in the same place on every page

## ACCESSIBILITY

- The text on each page is easy to read
- Alt attributes are provided for non-text elements, such as images
- Captions and transcriptions are provided for videos
- The site can be navigated without a mouse, using the keyboard
- Pages don't use color to convey information
- The simplest and clearest language appropriate for the audience is used
- Page content is readable without a **style sheet**
- Pages are checked against accessibility standards – e.g. using **Web Accessibility Checker**

## NAVIGATION

- Navigation is clear and consistent on every page
- It's clear to users where they are on the site – for example using **breadcrumbs**
- There are clear links to the main pages and categories (e.g. the homepage) on every page
- Navigation tabs are located at the top of the page
- Content is organized into categories logically (i.e. it's where the user would expect it to be)
- Category labels accurately and clearly describe what's in the category
- If the site has a lot of products, users can sort and filter category pages
- There's an obvious change when the user hovers the mouse over something 'clickable'
- The company logo links to the homepage
- If it's an ecommerce site, there are clear links to the basket and checkout on each page
- There is a sitemap providing a clear overview of the site's content
- There is a link to the sitemap on every page
- There's an easy and obvious way to move between related sites and pages
- Navigation labels contain 'trigger words' that users look for when they scan the site

## LINKS

- There aren't any broken links (check for these using the **Dead Link Checker tool**)
- Important commands such as 'buy' are displayed as buttons, not links
- Links are descriptive, rather than saying 'click here'
- Links aren't placed in moving features
- Links look the same across the site and are easily recognizable
- Buttons and links change color once clicked

## FORMS

- Only necessary questions are asked
- Forms allow users to input information, instead of having long drop-down menus
- Fields are labeled with conventional terms e.g. Name, Address etc.
- Successful form submission is confirmed with a confirmation page
- Error messages are displayed next to the input field where the error occurred
- Users don't need to enter characters like £ or % - the form does this automatically
- Text boxes provide plenty of space for the answer
- Users are pre-warned if external information is required e.g. passport number
- Fields contain hints or examples to make the expected input clear
- Entry fields clearly indicate the format required for information, such as dates e.g. 11/11/11

## CONTENT

- Content is easily scan-able, with short paragraphs, subheadings, lists and images
- There is adequate contrast between the text and background color
- All page content is useful, concise, relevant and up-to-date
- Content is written clearly in a common language that the audience will understand
- Words, phrases and concepts are familiar to the typical user
- Product pages have all the details necessary to make an informed purchase
- Acronyms and abbreviations are written in full when first used
- Sub-headings are short, clear and descriptive
- Creative or blog content is unique and will appeal to the site's audience

To do