

Cliftwalker's Website Usability Checklist

Want to improve the usability of your new or current website? Check through this simple list and you'll be well on your way to a more usable website.

www.cliftwalker.co.uk



Phase 1 Accessibility

- ☐ Do you have a reasonable page load speed?
 - visitors will [sense a delay](#) even after 1 sec
 - check load speed with [PageSpeed insights](#)
 - use [smushit](#) to reduce your image sizes
- ☐ Do all your images have alt tags?
 - very important for impaired users and S.E.O
 - search engines don't know what your image is without this alt text
 - check for missing alt tags using [WooRank](#)
- ☐ Does your website have a custom not found page (404 page)?
 - create a 'funnel' back into your site content when users stumble onto a dead link or page
 - look at this [404 example](#) for inspiration
- ☐ Does your website offer helpful feedback and error indications?
 - are your error messages helpful?
 - make it difficult for users to make errors
 - offer helpful unobtrusive feedback if they do
- ☐ Are all your links easily recognisable and consistent throughout?
 - make sure its clear what is and is not a link
 - keep your link style consistent on all pages
 - ensure link text has context. NO 'click here' links



Phase 2 Layout

- ☐ Is your website responsive?
 - mobile traffic makes up more than half of online traffic ([source](#))
 - site should respond to different screen sizes
 - google 'prefers' responsive design over a mobile specific website ([source](#))
- ☐ Does your website minimise clutter?
 - use whitespace to make it easy to scan
 - prioritise the most important content
 - get rid of things that aren't essential
- ☐ Does each page have a clear purpose and hierarchy?
 - is it clear what each page is about?
 - are your pages broken down into relevant sections?
 - are you using descriptive headings?
- ☐ Do you have consistent logos and branding?
 - does your logo link back to the home page?
 - clean professional websites create trust
 - is the design of your site consistent throughout?
- ☐ Is your contact information highly visible throughout the website?
 - don't hide away your contact details
 - list your telephone and address (if appropriate) as text. These will be indexed and 'smart apps' (like google maps) will provide users with location info



Phase 3 Navigation

- ☐ Does your website have consistent and easy to use navigation?
 - clear navigation at the top or side
 - should be easy and obvious to return home
 - help guide visitors where to go next
- ☐ Are your navigation labels descriptive and grouped appropriately?
 - use concise but descriptive terms
 - display navigation labels in related groups
- ☐ Do users know where they are on each page of your site?
 - use a breadcrumb trail so visitors can see where they are and how to get back
 - is it clear which page is currently active?
 - are your page titles descriptive & relevant?
- ☐ Is it easy or even possible to search on your website?
 - allow users to search the entire site, not just a specific section (e.g a blog)
 - provide clear search results and an easy way to edit the search
 - gracefully handle searches that don't return any results
- ☐ Does your website have a site map?
 - the site map should provide an overview of the sites content
 - link to the site map from all pages
 - [create a sitemap](#)



Phase 4 Content

- ☐ Does your website have easily readable text?
 - contrast is essential to ensure readability
 - check your website colours with [checkmycolours](#)
- ☐ Does your content have clear calls to action (CTA)?
 - CTA provide direction to your users
 - don't offer too many options (CTA)
 - use clear active wording ([examples](#))
- ☐ Does your content have a clear hierarchy?
 - use headings to break up your content effectively
 - break down content into related sections
 - use bold, highlighting and colour sparingly
- ☐ Do all pages have title tags, meta descriptions and clear URL structure?
 - page titles should be descriptive and unique
 - they are the first thing a user and search engine will see. Make them clear and concise
 - make URLs descriptive and friendly
- ☐ Are all your pages easy to digest and scan?
 - [people don't read web pages](#) they scan
 - make it easy for people to find important information when they scan
 - avoid large blocks of text
 - use bullets, clear headings and sections