

Website Analysis Checklist

HOMEPAGE	
Name of Company	
Logo	
Brief description on Home Page (use keywords)	
Who are you? Summary of About (think keywords)	
Contact Info	
eMail	
Fax	
Snail Mail	
Telephone	
Address including physical and mailing – found on every page	
Do not use a “Splash Page”	
Brief News & Updates	
Sitemap	
Search Capability	
SITE PURPOSE - Everything that goes into your web site must have a purpose.	
What is the purpose of the site?	
Every single feature must either <ul style="list-style-type: none"> • Help your visitors achieve their goals, or • Support the site's goals without obstructing the visitor's goals 	
Is it obvious to the intended audience?	
Is the topic or item the audience is looking for obvious on the home page	
Can it be found in less than 3 clicks?	
NECESSARY CONTENT	
Navigation on all pages – Remember 3 click rule – Redundant links are	

a good thing	
About Us Info	
Privacy Policy	
FAQ!	
Help	
Testimonials	
Can I return to homepage from other pages?	
Consistency	
Ease of use	
Image/text	
Seals? Is there documentation that indicates official licensing, etc?	
Are credentials, certificates, and memberships in organizations such as Better Business Bureau easily found?	
Search Engine	
Site Map	
Background – Effective not distracting? Single color or a gradient is best	
Photo on Homepage? What is the reason the photo is used? Is it relevant to the purpose or theme of the site? Does it immediately get your attention? Does it give a positive image about the company?	
Is content concise?	
Breadcrumb trail	
PAGE DESIGN	
Remember the purpose of design: To enable communication between the consumer and the content. <ul style="list-style-type: none"> • They skim pages for clues, instead of reading • They make snap decisions, instead of evaluating and judging carefully • They might not even be looking at the complete picture • They are driven by their goals, not ours <i>Think and Act like the Average, First-Time User Does. Then Design.</i>	
Does your site fit Web 2.0 guidelines? - clean, simple navigation, ect – see www.go2web20.net for examples	

What is the image that is portrayed about the company or product?	
Is the theme, design and color consistent throughout the website?	
Does the choice of background and font colors make it easy to read and pleasant to the viewer?	
The most important feature to appreciate about browsing behavior is scanning. <ul style="list-style-type: none"> • Web sites designed to be looked at are likely to fail. • Web sites designed to be scanned are more likely to succeed. 	
ACCESSIBILITY & USABILITY	
Alt tags	
Audio dependent information	
Limited use of Adobe's Flash	
Blinking/moving text	
Mouse dependent navigation	
Readability	
Text-only default	
Video dependent information	
Additional Usability Resources at www.usability.gov , www.w3.org & www.useit.com	
W3C Validation	
CSS Validation	
Does the site render correctly on multiple browsers?	
KEYWORDS	
Page Titles	
Is your site filled with keywords that are found when search engines "crawl" your site?	
Description	
Meta tags	
eCOMMERCE	
Product representation – information/description	
Provides customer benefits/product uniqueness	

Ease of shopping	
Ease of placing order	
Clear directions for ordering and canceling	
Clear Sales agreement	
Clear representation of charges	
Shipping/handling charges	
Processing/delivery time	
Payment Options – Secure Transactions	
Fax	
Online	
Snail Mail	
Telephone	
Check	
Credit Card	
Intermediary	
Money Order	
Order confirmation	
Return/exchange Policy	
Warranty Clearly Stated	
Detailed FAQ	
Multiple Quality Photos of Products – Photos Sell Products	

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