

STRATEGY Global Business Development



Fast-Tracking Your Success

PLAN | PROMOTE | PROFIT

25-Point Checklist: Website Usability

- Reasonable Site Load Time (best under 4 sec; under 10 max)
- Adequate Text to Background Contrast (allow white space)
- Legible Font Size & Spacing (easy to read)
- Flash, Add-Ons Used Sparingly
- Images with Appropriate ALT Tags
- Site has Custom Not-Found/404 page
- Logo** Prominently Placed
- Tagline** Clarifies Company's Purpose
- Home Page Digestible in **5 Seconds**
- Clear Path to **Company** Information
- Clear Path to **Contact** Information
- Main Navigation Easily Identifiable
- Navigation Labels Clear & Concise
- # Links & Buttons is Reasonable
- Logo** Links to Home Page
- Links are Consistent & Easy to Identify
- Site Search is Easy to Access
- Major Headings are Clear & Descriptive
- Critical Content is → above the Fold
- Styles & Colors are Consistent (see **Brand Identity**)
- Emphasis Used Sparingly (i.e. bold, italics, etc.)
- Ads, Pop-Ups are Unobtrusive
- Main Copy is Concise & Explanatory (bullets, brevity)
- URLs are Meaningful & User-Friendly
- HTML Page Titles are Explanatory



Catapult Profitability with Proven Expertise:

T Buckman, MBA
US Based, International Reach



Executive Consultant: Specialized Generalist
Australia, Europe, GCC, Indonesia, Japan, Peru, Singapore



© 2001 - 2016 STRATEGY Global Business Development

PLAN | PROMOTE | PROFIT

Time is the one resource we cannot manufacture or reproduce.