



# Website Evaluation Checklist

Ensuring your site is  
usable and useful

## **75%** of consumers admit to making judgements on a company's credibility based on the company's website design

Insight: Your website is meeting and communicating with your valuable prospects and customers on your behalf. It's representing your brand and your company. Make sure your website is making a great first impression.

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## **85%** of adults think that a company's website, when viewed on a mobile device, should be as good or better than its desktop website

Insight: More and more, your website is being viewed on the small screen. It needs to meet your user's high expectations for functionality, usability and aesthetics.

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## **39%** of people will stop engaging with a website if images won't load or take too long to load

Insight: Test the speed of your website on different browsers and devices. Optimize images, code and overall design to be lean and efficient. A big beautiful site won't be seen if no one sticks around for it.

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## **5.59** is the average number of seconds a user spends looking at a website's written content

Insight: More often than not, people are skimming your website copy in search of value. Too much copy acts as a barrier to users achieving their goals...unless of course it's to read long form copy, which it probably isn't.

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## Website Evaluation Checklist

A good starting point to ensuring your site is usable and useful

Rating scale: Working well  Not working well  Not applicable 

























### Appearances:

First impressions are important. Is the site credible and trustworthy?

Criteria	Rating	Comments
Primary purpose of the site is clear	  	
Clean, simple design	  	
Consistent design, text and colors	  	
Icons are universally understood	  	
Images are meaningful and serve a purpose	  	
Site is responsive, working well on mobile	  	

### Content:

This is why people are at your site. Make it easy to consume your information.

Criteria	Rating	Comments
Major headings are easy to understand	  	
Easy to scan	  	
Clear terminology, no jargon	  	
Links are clear and follow conventions	  	
Content flow is logical	  	
Important content is above the fold	  	
Take advantage of backlink strategies	  	
URL's are meaningful	  	

**Navigation:**

Makes getting around the site easy, taking out the guesswork.

Criteria	Rating	Comments
Consistent navigation	<span style="color: blue;">●</span> <span style="color: red;">●</span> <span style="color: orange;">●</span>	
Easy to identify your location on the site	<span style="color: blue;">●</span> <span style="color: red;">●</span> <span style="color: orange;">●</span>	
Consistent way to return home	<span style="color: blue;">●</span> <span style="color: red;">●</span> <span style="color: orange;">●</span>	
Limited number of buttons and links	<span style="color: blue;">●</span> <span style="color: red;">●</span> <span style="color: orange;">●</span>	
Site search is easy to identify and use	<span style="color: blue;">●</span> <span style="color: red;">●</span> <span style="color: orange;">●</span>	
Contact information is easy to find	<span style="color: blue;">●</span> <span style="color: red;">●</span> <span style="color: orange;">●</span>	
Hours are easy to find	<span style="color: blue;">●</span> <span style="color: red;">●</span> <span style="color: orange;">●</span>	

**Efficiency/Functionality:**

Following basic rules to keep user frustration to a minimum.

Criteria	Rating	Comments
Website loads quickly	<span style="color: blue;">●</span> <span style="color: red;">●</span> <span style="color: orange;">●</span>	
Custom 404 errors	<span style="color: blue;">●</span> <span style="color: red;">●</span> <span style="color: orange;">●</span>	
Error messages are meaningful	<span style="color: blue;">●</span> <span style="color: red;">●</span> <span style="color: orange;">●</span>	
Login is in upper right corner of the page	<span style="color: blue;">●</span> <span style="color: red;">●</span> <span style="color: orange;">●</span>	
Proper etiquette for links off site	<span style="color: blue;">●</span> <span style="color: red;">●</span> <span style="color: orange;">●</span>	
No broken links	<span style="color: blue;">●</span> <span style="color: red;">●</span> <span style="color: orange;">●</span>	
User knows the status of searches	<span style="color: blue;">●</span> <span style="color: red;">●</span> <span style="color: orange;">●</span>	
User knows if they are logged in/out	<span style="color: blue;">●</span> <span style="color: red;">●</span> <span style="color: orange;">●</span>	
System has emergency exits	<span style="color: blue;">●</span> <span style="color: red;">●</span> <span style="color: orange;">●</span>	
Forms autofill and calculate when practical	<span style="color: blue;">●</span> <span style="color: red;">●</span> <span style="color: orange;">●</span>	
Color blindness and low vision considered	<span style="color: blue;">●</span> <span style="color: red;">●</span> <span style="color: orange;">●</span>	



# Websites that **Attract,** **Engage** and **Delight** users

Your website represents your company, greets prospects and services your customers every minute of the day, so it's important to maximize its potential. Ascedia is here to help you make sure your website is working hard for you. Give us a shout:

✉ **info@ascedia.com**

☎ **414-292-3200**

Or visit us at: [ascedia.com](https://www.ascedia.com)