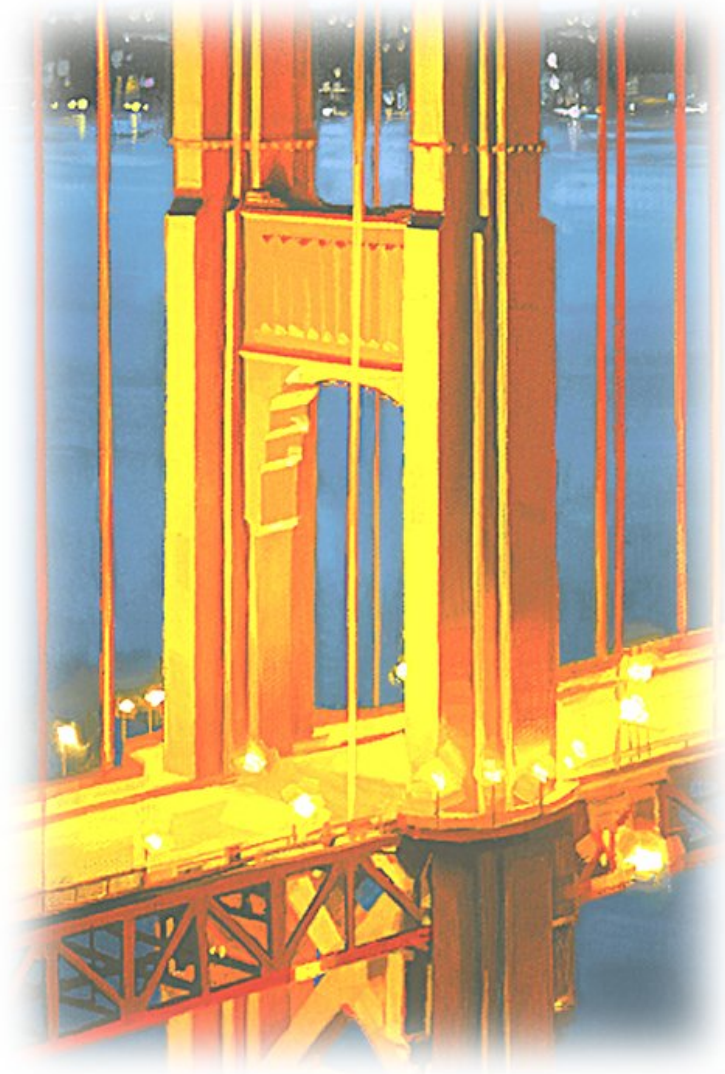# IDEABRIDGE

The IdeaBridge White Paper Series:
Website Evaluation Checklist

WEBSITE EVALUATION CHECKLIST

Summary

This handy checklist has been compiled as a quick reference to evaluate how your Website looks, feels, reads and performs. Using the checklist will help you quickly identify those areas where you may want to improve, add, delete or amend your functionality and content.

Design and Stability

- Is the site's purpose clear?

- Does the site achieve its stated purpose?

- Is information easy to use, read and find?

- Is site design appealing to the intended audience?

- Is the site interactive and engaging?

- Does the site look uncluttered?

- Is the content overshadowed by advertising?

- Is the important information presented within the screen parameters, without having to scroll down?

- Are users able to navigate the site easily?

- Does the page load in a reasonable amount of time?

- Is the page consistently available?

- Are required plug-ins clearly identified?

- Are there clear instructions on how to use the interactive features? If downloads are required, are links provided on site?

- Is the site free? If not, are costs reasonable?

- Is there a mailto: reply form?

- Is there a way to contact the author, web master, order desk or help desk?

- Are phone numbers and addresses clearly listed on the site?

- Is there a copyright statement?

WEBSITE EVALUATION CHECKLIST

Content

- Does the site have a "What's New" Section?

- Is the content easy to read and understood by its intended audience?

- Is there enough information to make visiting the site worthwhile?

- If there is a large amount of information on the site, is there a search function provided?

- Is the site overpowered by too much content?

- Is an outline of topics provided, allowing users to find topics and move through them easily?

- Is the spelling and grammar correct?

- Is the site still under construction?

- Are more links to information on the topic provided? Do they work?

- Is the information on the site as helpful as a book on the same topic?

- If a link is followed off the site, is it easy to return back to the site?

Links

- Does the user see something meaningful within six seconds?

- Are there more than seven options in the navigator menu?

- Are external links shown with the full URL? Are they hyper-linked?

- Is there a short description of who the link is to, and why?

Site Structure

- Is there a sitemap? If so, are there links to every page on the site?

- Is useful content accessible within three clicks from the homepage?

- Is each web page linked back to the sitemap?

- Are the links pages well organized?

- Are titles consistent in layout, font size and color?

Page Layout

- Does each page have a proper title?

- Are titles consistent with words used in links to that page?

- Is text shown in centered tables?

- Could the information be broken down into sections containing more easily digestible morsels of information, rather than long, scrolling pages?

- In the case of long web pages, are users warned beforehand that access time is likely to be long?

- Does each subsection of a long web page document have a heading or distinguishing font/color?

- In the case of long web page, is there a table of contents of contents or a summary for the page?

- Is there an escape-link back to the list of contents at intervals separating different sections?

- Is the Web-Page URL shown for reference when the page is printed?

Browser Test

- Is there problem browsing the site with Netscape?

- Is there a problem browsing the site with Internet Explorer?

- Is there problem browsing the site with legacy browsers?

- Have you tested the site using all the major Internet Browsers?