Quick Website Usabilty Review

These questions will give you a quick idea if your website has some of the major usability problems. It is not intended to be a usability study or a usability review.

There are only seven questions, so please take the time and look at your website. Chances are you will find something that could use changing. Remember, you can only make your website better.

Rather than include boxes for scoring, I think it would be more helpful for you to simply write "yes" or "no" in the space under each question.

1) On first glance, is your home page easy on the eyes?

A visitor to your website should not be met with a conflicting array of text and links. Or overstuffed front pages that make it difficult to figure out which way to go without spending a lot more time.

Pages like this produce a visual discomfort in the user. Discomfort is something we instinctively avoid.

On first glance, your pages should be a pleasant experience.

2) Is your logo the most prominent element on the page?

This is one of the most important elements on the page. It orients the visitor to where they are.

If it is not large enough, or placed near the top of the page, or if it is difficult to read, it will be hard for your site visitors to become oriented.

3) Is the logo linked to your front page?

A visitor should be able to click the logo on any page and immediately get back to the home page.

4) Is your primary site menu easy to find and is it in the same location on all pages?

This all important element should be easy to find on all pages. Easy to find menus assure the visitor that they are still on the same site as they move from page to

page. Along with a clear and well placed logo, consistently placed menus will keep your visitors well oriented.

5) Are there clear links to "About Us", "FAQ", "Contact Us", or "Customer Service" pages?

These pages help to establish comfort with your business. Visitors will look for information about the business, the people behind the business and an easy way to contact you.

6) Is the writing (copy) as short as possible?

Writing for the web is very different than writing for print media. The key is to say as much as possible in the fewest words.

7) Are paragraphs short, less than four to six sentences each?

Wading through unnecessary text is too much work and will quickly discourage the visitor.

What next?

If you have taken the time to look over your site using these questions you will have a good idea how the site rates on these usability issues. Don't be shocked if you find a problem or two.

Remember, even the slightest changes can bring a great improvement in your website's performance. So don't hesitate to take the next step and improve your website.

For a more detailed and objective usability review of your website, please **call 802-275-4799** or email me at Dave@WebsiteUpdates.net.

In addition, I offer copywriting services for content revision and reformatting that will help increase your site's usability.