Web Site Design Analysis and Usability Review: _____

Deficiency		To Correct

Design:

Deficiency		To Correct
In-line CSS formatting		Create linked CSS style sheet
In-page CSS formatting		Create linked CSS style sheet
Home-page is not digestible in 5 second		Make sure home page is concise and to the point
Email addresses not cloaked from SPAM bots		Hide email addresses by using contact forms or cloaking email links
Structure of site relies too heavily on nested table design		Site structure should be built primarily using CSS structure
Site is too image heavy or uses large sized images.		Reduce the amount of large graphics and optimize remaining images.
Site uses "frames" to display content		Never use frames!
Styles & colors are inconsistent		Keep the use of different styles and colors to a minimum. Otherwise a website will look too busy.
Site captures sensitive information without data encryption		Use SSL certificates when capturing sensitive visitor information.
Site makes heavy use of PDF documents to display information.		Limit the use of PDF's within a site. Translate any pertinent information into HTML.
Site has background music that plays upon site load		If you want to have music on your site, allow the user to click "Play". Do not force site visitors to turn off music that is played automatically.
Site has "Under Construction" pages		Never use "under construction" pages. Only display pages that contain useful content.
Site has pages that are hosted on a different domain or server		Unless there is a good reason to have site content located on separate servers (e.g., distributed server loads), it is best to keep everything on one domain.
Site does not make use of a Content Management System (CMS)		Install a CMS so that site content may be updated on a regular basis by site owner
Website does not display well on mobile devices (e.g., iPhone, iPad, Tablet, Android phones, etc.)		Make sure that your site is mobile device friendly. Many more people are using mobile devices to look up things on the Internet.
Website design is "dated" looking (i.e., not a modern design)		Update design to be more modern and clean
Site violates commonly accepted web design conventions.		Make sure your site follows the basic rules of standard web design.

Identity:

Deficiency		To Correct
Company logo is not prominently placed		Logo branding is very important. Make sure logo is prominently displayed
Company logo is not linked to home-page		Link the logo to the home apge
Tagline explaining company's purpose is either missing or not clear.		It is very important to tell your site visitors what you do and do it in a very conspicuous location.
No clear path to additional company information		Having an "About Us" page is critical to gaining visitor trust.
No clear path to contact information		Phone numbers, addresses and other pertinent contact information must be easy to find.

Usability:

Deficiency		To Correct
Site contains confusing/non-intuitive navigation (e.g., both horizontal and vertical navigation)		Site should contain intuitive simple navigation. Use drop down horizontal navigation to organize multiple site sections/subsections
Too many buttons/links		Keep your site clean and clear of too much "noise".

Site takes too long to load		It is very important that site load-time is reasonable. Optimize images and remove any slow-loading features.
There is not adequate text-to-background contrast		The site content should be easy to read in low and bright light.
Font size/spacing is hard to read		Make sure font sizes are adequate and white space is used to break up long text areas.
Site does not have a custom not-found/404 page		Having a custom "page not found" page allows you to redirect site visitors to other pages which might contain the information they are looking for.
Obtrusive use of ads & pop-ups		Keep ads to a minimum. Avoid pop-ups if at all possible.
Overall site structure is too complex.		Keep your web page clean, clear and simple. It is best not to confuse your site visitors with too many options. Keep it simple.
Secondary/Internal site pages are not directly accessible or linked from home page		Try to link all pages from the home page. Minimize the number of clicks to reach sub-content pages.
Site does not have an overall site map		Create a sitemap that includes all links within your site
Links are inconsistent & hard to identify		Make sure that any links are easily identifiable and consistent throughout website
Site includes broken links		Make sure that all links on site lead to a valid and stable web site or page.
Site uses too much Flash		Limit the use of Flash to accent areas only. Do not use Flash for site navigation.
Site has old or outdated text. Content is not fresh.		Make sure your material is current and relevant. Use a Content Management System (CMS) when appropriate.
Site contains spelling and/or grammar mistakes		Make sure that all spelling and grammar are correct.
Site does not clearly define a mission or service		Carefully describe or define, in detail, your services and/or mission
Site does not have a clear "Call to Action" to let site visitors know what to do.		The website should have a clear "call to action" which clearly indicates what you want the site visitor to do (e.g., order a product, fill out a form, register, etc.)
Site has links that require passwords to access.		Links that require authentication should only be displayed after user has successfully logged in.
Site does not use "Link Titles"		Link titles help site visitors determine whether or not they want to follow a link. Link titles are also good for search engines.

SEO:

Incomplete Metatags		Format complete meta-tags for all pages
Site does not use unique "Title" tags for each page.		Create unique and relevant "Title" tags for each page
HTML page titles are not explanatory		Each page title should be descriptive of the page content
Site does not have unique "Description" metatags for each page		Each page should have a well-written description metatag that relates to the page's keywords
Site has poor keyword selection in Metatags		All pages should contain relevant keywords and keyword phrases
Site does not have proper keyword density		Make sure you place your keyword in the title of your page. Also, place it in the first Headline on the page and consider using keyword in the actual urls
Site metatags contain too much keyword repetition		Limit Meta-Tag keyword repetition. Search engines consider this to be SPAM.
Menu navigation not search engine friendly (includes images or Flash)		Use CSS or straight text-based menu navigation
Site uses complex JavaScript for site navigation		Use CSS styled or straight text links for navigation.
Site uses image maps for site navigation		Never use image maps. Use text based links.

Significant textual content is rendered as images.		Use CSS styled text to convey written words.
Page URLs not search engine friendly		Create text-based menu navigation, use only short dynamic urls
Site does not include "Alt Tags" for images		Include descriptive "Alt tags" for contextual images
Critical content is below the "fold"		All critical content should be above the fold.
Site contains too little text		Content is the most important part of a website. Make sure your site contains relevant textual content.

Other: