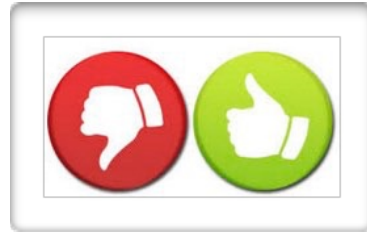


What is the Quality of Your Website?

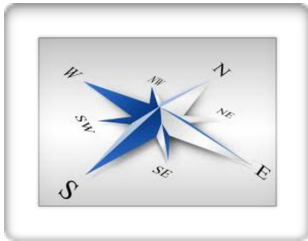


Below you'll find a list of questions that every website owner should ask themselves. You will probably not be able to answer yes to every question. If you do, you have a great website.

Accessibility



- Is content structurally separated from navigation elements?
- Is the website cross-browser compatible? (Google Chrome, Safari, Foxfire, etc.)
- How compliant is the website with W3C coding standards? Valid HTML/CSS?
- Are 'alt' tags in place on all significant images?
- Are text-based alternatives in place to communicate information if alternatives are featured within images and multimedia files?



Navigation

- Are links labeled with anchor text that provides a clear indication of where the links lead without over using exact match anchor text?
- What is the depth, or what is the maximum number of clicks it takes to access a page within the depths of the site?
- If a splash screen or navigation feature is given in a Java/JavaScript/Flash format, is a text-based alternative also available?
- Is responsive on click feedback given immediately (0.1 seconds) after a click is made on a link?
- Do clickable items stylistically show that they are clickable?
- How intuitive is website to navigate? Are buttons, links, and text that are not clickable easily identifiable? Are buttons, links, and text that are clickable easily identifiable?
- Is it website readable through the use of typeface, font size, color, contrast, and so on.
- Is there a clear statement of purpose of the site? Is the purpose clearly understood within a few seconds.
- Is there a clear call to action on each page?
- Is a logical site map available? Or, if the website is a large (multi-thousands page) site have a search form.



Design

- Is the website's design aesthetically appealing?
- Are the colors used harmonious and logically related?
- Do colors match the organization's existing style?
- Are the color choices visually accessible? As in a high enough contrast to help colorblind and visually impaired users with reading the site.
- Is the standard text size readable for visitors who do not know how to adjust their browsers.
- Are the fonts easy to read on various screen resolutions?

Content



- Is the website copy succinct yet informative?
- Does the writing style fit the website's purpose and speak to its target audience?
- Are bodies of text constrained to less than 80 characters per line?
- Can text be resized through the browser or do CSS settings restrict size change?

- Is the contrast between text and background color sufficient enough to make reading easy on the eyes?
- Is text broken into small, readable chunks.
- Is the text highlighted with the use of headings, sub-headings, and with an emphasis on features?
- Within text content, do links access more detailed explanations of subjects, or definitions of jargon terms, and more detailed information?
- Is there an “about page” that identifies the author of the content, credits of content that was not written by the site owner?
- Are there testimonials published on the site?
- Is content updated on a regular basis?

Security



- Are there any obvious security flaws?
- How resilient are forms to special characters?
- Are private directories password protected?
- Are public non-document directories (cgi-bin, images, etc) indexable or are blank index.html pages or appropriate permission settings in place to block access?
- Is customer data stored online? If so, is this database appropriately safeguarded against external access?

Miscellaneous Technical Considerations



- Does the site load quickly on a variety of devices?
- Are all links valid and active?
- Are scripts free from errors?
- Is the website free from server side errors?

Marketing Considerations



- Is the website properly optimized for search engines?
- Does the index page entice users to go deeper into the site or shopping cart?
- Does the website contain elements designed to encourage future visits, such as interactions, contests, newsletters, tell-a-friend features, and forums with subscription options, and so on?
- Is every page accessible with a single plain HTML Link?
- Does every page have at least some text content after all of content is removed, such as images, videos, flash, Java Applets and JavaScript Code?

Legal Matters, Legitimization, and Reassurance



- Is a clear and easy to use “Contact Us” page available with a real address, phone number (toll free for businesses), contact form and/or email available?
- Is a Terms of Use page available where it is specified what you do, why and what visitors agree to if they want to use your site?
- Is a Privacy Policy posted (especially if data is collected such as, email, names, and analytics tracking cookies)?