

# Website Usability Checklist

A website's usability is critical to delivering a seamless user experience and achieving your business goals. Regularly checking key aspects of your site ensures that visitors can easily navigate, engage, and find value in what you offer. By reviewing the following checklist, you can identify areas for improvement and create a more intuitive, accessible, and high-performing website.

## Homepage and Navigation



**Clear Purpose:** Does the homepage immediately communicate the website's main goal and value proposition?

A clear homepage immediately communicates the website's purpose and value proposition to visitors, preventing confusion and guiding them towards relevant information.

**Logo:** Does the logo effectively serve as a recognizable brand element and consistently direct visitors to the homepage?

The logo represents your organization. It should be highly visible, easily recognizable, and function as a direct link to the homepage. Visitors expect the logo to be clickable and take them to the homepage. Ensure the logo is prominently displayed and that visitors intuitively understand that clicking on it will take them to the home page.

**Effective Navigation:** Is the primary navigation menu easy to find, understand, and use? Are menu items clear and concise?

A well-organized navigation menu makes it easy for users to find their way around the website, reducing frustration and improving user experience.

**Breadcrumbs:** Is there a clear breadcrumb trail that shows the user's current location within the site?

Breadcrumbs provide a visual path that shows the user's current location within the website, making it easier to navigate back to previous pages.

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## **Search Functionality:** Is the search function easily accessible and do search results accurately reflect the user's query?

A functional search feature allows users to quickly find specific information on the website, enhancing efficiency and user satisfaction. It is typically positioned close to the primary navigation. Clearly indicate the search bar's purpose by using a label like 'search' and ensure it is easy to use.

## Content

### **Clarity and Conciseness:** Is the content easy to read and understand? Are paragraphs concise and well-structured?

Clear and concise content is easier to understand and read, improving user comprehension and engagement.

### **Visuals:** Are images and graphics relevant and optimized for the web? Do they enhance the content or distract from it?

Relevant and optimized visuals enhance the content, making it more engaging and easier to understand. Ensure that essential website elements are highlighted using contrast, size, color, and positioning to capture and guide the visitor's attention.

### **Accessibility:** Is the content accessible to users with disabilities? Does it meet WCAG guidelines?

Accessible content ensures that everyone, including users with disabilities, can access and use the website, promoting inclusivity. This includes providing features like screen readers that can read the text aloud for users with visual impairments.

An accessible website is becoming increasingly essential as the digital front for any organization. By investing in a site that everyone can use, you show a strong commitment to inclusivity, which is more important than ever. [Discover what we can do for you.](#)

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## Design and Layout

**Consistency:** Is the visual design consistent throughout the website? Does it reinforce the brand identity?

A consistent visual design creates a cohesive and professional appearance, reinforcing the brand identity and improving user experience.

**Responsiveness:** Does the website adapt well to different screen sizes and devices?

A responsive website adapts to different screen sizes and devices, ensuring a consistent experience for all users.

**Readability:** Is the text easy to read, with sufficient contrast and appropriate font sizes?

Readable text with sufficient contrast and appropriate font sizes improves user comfort and reduces eye strain.

## Performance

**Page Speed:** Does the website load quickly? Are images and other media optimized for fast loading times?

Fast page load times improve user satisfaction and reduce bounce rates.

**Compatibility:** Does the website work across different browsers and operating systems?

Compatibility across different browsers and operating systems ensures a consistent experience for all users.

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## User Experience

**Call to action:** Are there clear and compelling calls to action that guide the user?

Clear and compelling calls to action guide users towards desired actions, increasing conversions and engagement.

**Links:** Have all links on the website been formulated clearly and consistently to direct users swiftly and accurately to the desired information?

Visitors form first impressions quickly. Ensure that links are clear, concise, and consistent to guide visitors and provide a positive user experience.

**Error Handling:** How does the website handle errors and provide feedback to the user?

Effective error handling provides helpful feedback to users when errors occur, preventing confusion and frustration.

**Feedback:** Does the website provide clear feedback to the user's actions?

Duidelijke feedback helpt gebruikers te begrijpen wat er gebeurt, wat bijdraagt aan een intuïtieve ervaring en creëert een gevoel van begrip.

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## Additional Considerations

### **Mobile-first:** Is the website designed primarily for mobile devices?

Designing primarily for mobile devices ensures a great experience for the majority of users who access the internet on smartphones and tablets.

### **Connect:** Does the homepage offer a clear and easy-to-find way to get in touch?

A readily available contact option on the homepage increases visitor trust and makes it easier for them to ask questions or request more information. Consider including a phone number, email address, or contact form.

### **Social sharing:** Are social sharing buttons easily accessible?

Social sharing buttons make it easy for users to share content with their network, increasing reach and visibility.

### **Analytics:** Is the website set up to track user behavior and gather data?

Tracking user behavior through analytics helps identify areas for improvement and optimize the website for better user experience.

# Highlight: PSV Eindhoven

PSV Eindhoven, one of the Netherlands' most beloved football clubs, recently embarked on a mission to make their digital experience more inclusive and accessible for their global fanbase. With supporters spanning across different countries, languages, and varying levels of digital literacy, PSV recognized that their online platform needed to be more than just a visually appealing website — it had to be intuitive, accessible, and adaptable to everyone's needs.

Curious to learn more? [Read the full case here](#) to see how PSV transformed its digital platform!

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***Ready to take your user experience to the next level?***

*Reach out to us for a more comprehensive review tailored specifically to your website's goals, industry, and audience. Let's work together to identify opportunities for improvement and ensure your site performs at its best!*

Schedule a consultation today and start delivering an exceptional user experience!

Get in touch or visit [our website](#)



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