

Evaluation Checklist for Assessing Effectiveness of Web Page Design*

What makes this web site credible?			
Question	HOT!	OK	NOT!
Purpose (tag line)?			
Domain, institutional affiliation?			
Contact information clear?			
Updated information?			
Graphics, high quality?			
Clear, easy to understand writing (8 th grade level)?			
Typos, grammar, misspelled words?			
Bugs, corrupt data, error pages, broken links?			
Sources available (outbound links)?			
Comments			

What makes this web site readable?			
Question	HOT!	OK	NOT!
Sans serif font for large bodies of text?			
Is text resizable? (Command + “plus sign”)			
Are there more than two fonts?			
Does color contrast promote readability?			
Are all caps used in large bodies of text?			
Is the text scannable?			
Is there no more than one idea per paragraph?			
Is the word count half of what would be expected in print?			
Are sub-headings meaningful?			
Are bulleted lists used?			
Comments			

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What makes a web site navigable?			
Question	HOT!	OK	NOT!
Does navigation stick to left side or top of web page?			
If drop down menus used are they constrained to one level?			
Is Flash used for navigation?			
Are explicit link labels used? (not “click here”)			
Are links grouped when there are many options?			
Are links clearly identifiable (underlined)?			
Are visited and unvisited links differentiated?			
Are bread crumbs used?			
Do web pages use distinct window titles?			
Comments			

What makes a web site user friendly?			
Question	HOT!	OK	NOT!
Does the web page use a liquid layout?			
Is the web site compatible with multiple browsers?			
Is a splash page used?			
Are images compressed?			
Is loading time minimal (optimized)?			
Are alternate style sheets used (print/mobile)?			
Is a search feature available?			
Does the web page use advertisement-like formatting?			
Comments			

What makes a web site accessible?			
Question	HOT!	OK	NOT!
Graphics and multimedia			
Is there a logical tab order?			
Is there plenty of white space (helpful for those with motor skill challenges)			
Are there too many graphics/images?			
Is ALT text used?			
Do all images/graphics have text provided?			
Are there alternate ways of accessing the same information?			
Is it easy to skip any multimedia or flash demos?			
Has the web designer ensured that information is not conveyed through color alone?			
Is the use of pop-up windows, rollover text, new windows, and cascading menus minimal?			
Links and buttons			
Are there too many links on the page?			
Are small buttons or tiny text used?			
Have images been used as the only way of linking to something?			
Are all text links underlined?			
Page organization			
Does the home page immediately confirm the company name? Does company logo use ALT text?			
Is the need for scrolling minimal?			
Do the pages within the web site use consistent design?			
Forms and Fields			
Is the amount of information collected by forms minimal?			
Are field labels located close to the actual field?			
Is tab order logical?			
Text presentation			
Are text colors chosen for good contrast? (black on white is best)			
Comments			