Heuristic Evaluation

✓ Check the box if the site achieves this goal.

Name of Website: _____

HOMEPAGE

☐ **First impression.**
The homepage creates a positive first impression and provides relevant information.

☐ **Website is credible.**
Credible references, credentials, contact information, location, and images of real people are displayed on the website.

☐ **Professional design.**
The website looks professionally designed and up-to-date.

☐ **Consistency.**
Page layouts are consistent across the whole website.

☐ **There is a site description in the window title.**
Site descriptions are easily understandable as a bookmark.

☐ **Clear call to action.**
Users know what to do next and why it benefits them. They understand the value and purpose of the site.

☐ **Location and contact information.**
Contact information is easily accessible from the homepage.

☐ **Privacy policy.**
There is a privacy policy if the site gathers information about users.

NAVIGATION

☐ **Users know where they are on the site.**
Breadcrumbs, site maps, and any other active page indicators are used.

☐ **Navigation is consistent on every page.**

ACCESSIBILITY

☐ **Color.**
Color alone is not used to convey information such as links, important messages, and alerts.

☐ **Alt attributes are provided.**
Non-text elements, such as images and maps, have alternative text. Captions and transcriptions are used for audio and video.

☐ **Contrast.**
There is adequate contrast between the text and background.

☐ **Accessible navigation.**
Site can be navigated with a keyboard, without using a mouse. Browser's keyboard shortcuts aren't overridden.

URLs

☐ **URL redirection.**
The site's URL works with or without "www".

☐ **Site URL is memorable.**

CONTENT

☐ **Important content is displayed first.**
Important content is above the fold of the screen.

☐ **Content is scannable.**
There are short paragraphs, descriptive headings, lists and images. Visual content is used when appropriate, instead of large amounts of text.

☐ **Uncluttered information and images.**
Pages aren't cluttered with lots of content. There is enough white space to support scanning.

☐ **Content is written with common language.**
Users can easily understand the content.

☐ **Contact and company information is displayed clearly.**
Clicking the contact link doesn't automatically open an e-mail application.

☐ **Content is useful and up-to-date.**
Content provides answers to the most common questions asked by users. There are no long instructions or "welcome to our website" text.

☐ **Images and videos are relevant and meaningful.**
There are no unrelated stock photos of models. There are high-quality screenshots, videos, or photos of the agency and services. Audio/video doesn't start automatically unless expected behavior.

☐ **Use of uppercase letters in prose text is avoided.**
Uppercase is used only for formatting and acronyms.

SEARCH

☐ **There is a search bar.**

☐ **Search is available on every page.**

☐ **The search box is wide.**
Users can see search terms they've typed.

☐ **Search is a form.**
Users can type search words immediately (not a link).

LINKS

☐ **Links don't open a new browser tab or window.**
Exceptions include documents such as PDF, DOC, XLS, etc.

☐ **Links are easily recognizable.**
Links look clickable. Items that aren't links don't look clickable, such as blue or underlined text.

☐ **Links, buttons and checkboxes are easily clickable.**

☐ **Important links aren't placed in moving features.**
Examples include auto-rotating carousels and hidden content in an expanding accordion-type feature.

☐ **Links are descriptive.**
There are no "click here" links.

Checklist courtesy of userium.com