



How Usable is Your Web Site?

There are a multitude of items that impact the usability of your Web site—ease of navigation, discoverability, legibility, use of language, feedback and support, accessibility, clarity of purpose, and more. To determine how usable your site is, consider each of the following questions from the viewpoint of your target audience(s).

Navigability and Discoverability

- As users navigate your site, can they answer: Where am I? Where have I been? Where can I go next? Can I find the information I seek within 1–3 clicks?
- Are there clear paths to content? Do the labels and links have meaning?
- Is the navigation consistent in all sections, including the home page?
- Is there an easy return to the home page?
- Are there logical flows to user tasks (e.g., logon, register, shop)?
- Is it clear which items are static and which are links?

Legibility and Language

- Is the use of color adequate for all audiences (e.g., high contrast for sight-impaired; Web-safe colors to ensure consistent presentation to Mac and PC users)?
- Is the design and tone consistent throughout the entire site?
- Is there appropriate word spacing and Web-friendly typography—and does the coding method used provide the same result on each target browser?
- Is the content friendly and appropriate for the audience—in tone, density, spelling, and grammar?

Feedback, Support, and Accessibility

- Is it clear what is happening (e.g., the submitted form has been received, the database is being queried, the page is loading)?
- Is online Help text available when appropriate?
- Are there alternate methods to navigate the site—site map or search?
- Is there a method to provide feedback (e.g., contact us, e-mail)?
- Are the links, labels, and function consistent and meaningful?
- Is the site friendly for users with disabilities (e.g., use of ALT tags for images, scripts for pre-recorded audio and video, use of bold and emphasis tags)?
- Does the site design consider monitor displays (i.e., pixel and color) and responsiveness (i.e., how quickly the site responds to user inputs, speed of download, page size)?

Clarity of Purpose

- Does the site have a clear purpose—to inform, to educate, to persuade, or to entertain?
- How does the site influence the users' impression of your brand—product, service, or company?
- What is the message of the site? What is the message of each page?
- Is there special features (i.e., function) or content that attracts users to the site?

Are you interested in obtaining a complete independent site analysis or competitive analysis report? Contact [Styles & Scribbles](#) for pricing.

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