

## Check Your Web site Against These Core Elements of Usability

Communicating Your Site's Purpose	<ul style="list-style-type: none"><li>✓ Your company name, logo and tag line are clearly displayed</li><li>✓ Clearly and simply states your value proposition. A value proposition is a statement summarizing what you do, how you're different and better than competitors, and who you serve.</li><li>✓ Homepage design is clearly different from (while consistent with) all other pages on site</li></ul>
Communicating Information About Enterprise	<ul style="list-style-type: none"><li>✓ Corporate info such as "About Us," "Management Team" etc. is grouped in one specific area</li><li>✓ Includes link to "About Us" that provides an overview of your organization, your mission, leadership team and other background information.</li><li>✓ Privacy Policy link on home page and anywhere that requests information from site visitors</li></ul>
Content	<ul style="list-style-type: none"><li>✓ Uses customer-focused language</li><li>✓ Content is "chunked" into short paragraphs with subheads</li><li>✓ Avoids jargon and "lingo" and is easy to understand</li><li>✓ Uses consistent style: punctuation, capitalization, etc.</li></ul>

## Links & Navigation

- ✓ Categories, navigation labels and names are clear and understandable. No made-up names or jargon
- ✓ Links are easy to identify as links (usually underlined; unvisited links are blue, visited links are purple; color can be modified to suit design).
- ✓ Navigation cues are on every page, enabling user to know where they are, where they've been and where they can go next.
- ✓ Links are brief and specific and the first word of each link is information-carrying
- ✓ Global links are at top of page, local links are at the left or right side of the screen

## Design

- ✓ Graphics show real content and don't just decorate the page
- ✓ Graphics and photos are labeled if meaning is not clear from context of content they accompany
- ✓ Font styles and text formatting are limited, use a font size that is suitable for readers, and kept simple
- ✓ Critical page elements are above the fold