# Quick check-list for successful websites

## 1. CONTENT

☐ Is the **purpose** and **scope** of the site immediately clear from the homepage?

Is information contained in the site:

☐ Credible and reliable?

☐ Useful and relevant?

☐ Up-to-date?

☐ Does the homepage allow users to start **key tasks** immediately?

☐ Are there always clear headings and subheadings to help users scan more easily?

☐ Is the content correct, clear and written in user's language (not the organisation's)

☐ Does the website seek regularly user feedback in order to constantly improve its content?

## 2. NAVIGATION/INFORMATION ARCHITECTURE

Does the navigation of the site:

☐ Convey to users upfront what is available in it?

☐ Help/guide users go to the parts they want quickly?

☐ Facilitate user tasks?

☐ Make it easy for users to request additional information?

☐ Make clear to users their current location, where they have been and where they can go?

☐ Does the website seek regularly user feedback to improve its navigation/information architecture?

## 3. DOWNLOAD SPEED AND ACCESSIBILITY

☐ Do website pages download fast enough?

☐ Are all appropriate browsers supported?

☐ Does the site follow current web standards (e.g.Shneiderman's golden rules of dialog design, ISO's 7 Principles, Nielsen's Usability principles etc?)

☐ Does the site behave/respond correctly even when Javascript is disabled?

☐ Does the site help people with disabilities to perceive, understand, navigate and interact with it?

☐ Does site accommodate novice to expert users?

## 4. DESIGN

☐ Is the design "intuitive", i.e. does it help the user to focus on their objective(s) without distracting them?

☐ Is the design "discreet"?

☐ Does it reflect the overall "philosophy" of the website concerned?

☐ Does it follow design rules and conclusions based on previous experience with users?

☐ Does it facilitate user's scanning and reading ability (sections, appropriate font, contrast…)

☐ Are individual pages design and over all site design consistent?

☐ Does the design contribute to increasing users' learning curve?

☐ Is the design intuitive and self explanatory?

## 5. PRIVACY STATEMENTS AND LEGAL ISSUES

☐      Is it clear to the user that the site is an authoritative source?

☐      Is there clear indication  to users on data protection, copyright policy and other legal issues?

☐      Is there a "Contact" and an "About" page?

## 6. OVERALL LOOK AND FEEL

Does the first look give an impression of:

☐      A neat and uncluttered website?

☐      A "professional" website?

☐      An "attractive" website?

☐      Does its look and feel reflect the values of the organisation?

*This is not an exhaustive list, just some pointers to help identify whether a site is focused or not on its users. For further information, please see the Information Providers' Guide (IPG) which sets out rules, standards and guidelines for all European Commission websites: http://ec.europa.eu/ipg/index_en.htm.*