

# Web Technologies - Checklist Homepage Design / Usability

Homepage (URL)	Date	Nr.			
Tester	Size	kB Score %			
Nr	Topic	Recommended Design	Strength	Points	You
1	Download time	50 kB (<10 sec for your customer)	***	3	
2	Window title	Start with Company Name	***	3	
3	Title tag line	What about	***	3	
4	Readable URL	Hackable URL	**	2	
5	Error page	Catch errors/dead links, to search	**	2	
6	Meta tags	For search engines	***	3	
7	Alt Information	Images, accessibility, Lynx	**	2	
8	Page width	770 pixel (620-1024)	**	2	
9	• Liquid vs. frozen layout	Liquid	**	2	
10	• Page length	<2 pages (1000-1600 px)	**	2	
11	Frames	No	***	3	
12	Logo placement	Upper left	***	3	
13	• Logo size	80x68 Pixel	**	2	
14	<b>Search</b>	Yes, in a box, always	***	3	
15	• Search placement	Upper part, right or left corner	***	3	
16	• Search box color	White	***	3	
17	• Search button	Call it "Search" or "Go"	**	2	
18	• Width of search box	>=25 characters (30 best)	**	2	
19	• Type of search	Simple search (Link to advanced)	**	2	
20	<b>Navigation</b>	4 types: left, tabs, top, categories	**	2	
21	• Footer navigation links	Max. 7 links, single line	*	1	
22	• Sitemap link	Name "Site Map"	**	2	
23	Routing page	No	**	2	
24	Splash page	No	***	3	
25	Sign-In	"Account" or "Sign In"	*	1	
26	<b>About</b> the company	Always include it	***	3	
27	• About link	Call it "About <company>"	**	2	
28	• Contact information	Call it "Contact us"	**	2	
29	• Privacy policy	If you collect data	***	3	
30	• Name of privacy link	Call it "Privacy Policy"	**	2	
31	Job opening	Call it "Jobs" if you have it	**	2	
32	<b>Help</b>	If it is a complex site	*	1	
33	• Help placement	Upper right	**	2	
34	Auto-playing music	No	***	3	
35	Animation	No	**	2	
36	Graphics/illustration	5-15%	*	1	
37	Advertising	<= 3 ads	**	2	
38	<b>Body</b> text color	Black	**	2	
39	• Body text size	12 points	*	1	
40	• Body text size frozen	No	***	3	
41	• Body text typeface	Sans-serif	*	1	
42	• Background color	White	**	2	
43	• Link color (unvisited)	Blue	**	2	
44	• Link color (visited)	Purple	*	1	
45	• Link color different	Yes (not light gray)	***	3	
46	• Link underlining	Yes (except in navigation bar)	**	2	
<b>Score of URL:</b>				<b>100</b>	

\* Default Recommendation  
 \*\* Strong Recommendation  
 \*\*\* Essential Recommendation