AnyforSoft

Website Usability Checklist

Major Factors

- Loading speed - if it takes more than three seconds for a resource to load, users may decide to leave at once

- Geographic optimization (the selection of languages, metric systems, etc. for particular nations)

- Convenient localization panel (switching the language should instantly refresh the page)

- Optimization of the site for mobile devices, different browsers, and various screen resolutions

- Fast access to the "Buy" and "Online support" buttons

- All icons should be intuitive

- The interface should be matching on all pages

- Users should be able to make out headings, slogans, titles, etc.

- A minimum of main contacts, so as not to confuse users

- Site map and fast search shouldn't be neglected

- CTA's should be highlighted separately

- Use of terminology that fits a particular target audience

- No sudden interactive content. If any pop-ups appear, users should be able to close them at once.

- An immediate scroll-up button on long pages

Design Elements

- Avoid overly vivid colors, large colorful letters, and excessive animations
- Pay attention to the psychology of color perception - certain colors may incite certain feelings
- Don't stack blocks with content on top of each other
- Make clickable objects noticeable
- Any unnecessary elements should be slightly hidden
- The most important pieces of content should be located on the left side of the screen, as people start reading from left to right

Buttons

- Buttons should implement actions, not simply redirect to other pages
- Not only the writings on them, but the buttons in particular should be clickable
- Button CTA's should be brief and clear
- Design of links should stand out
- Links should change in color after they are clicked on

Search and Navigation

- Search should have filters

- All pages should have titles and correspond with sections

- Include the "Recently viewed" section to keep users interested in your products

- Include internal links

- Enable a writing error-fixing feature in the search

- Make sure search results are sorted and have short descriptions

- Let your search recommend similar items and search request corrections if nothing is found

Main Menu Design

- The main menu should be readily accessible from any page on the site

- Keep all menu items standardized

- Sections where the user is at the moment should be highlighted

- The main menu should have a simple structure with no more than two sublevels

Feedback Design

- All contacts on the website should be in text format so that users can conveniently copy them

- If your website's text content is protected from copying, make sure your contacts aren't covered by that protection

- Implement separate feedback forms and urgent order windows

Based on the specifics of your website, these points can vary and differ. However, this is what you need to check and work on if you want your web resource to not only look good or have all the Google ad banners, but also to truly satisfy users with its functionality and performance.

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