

A Usability Checklist

To Increase Website Conversions

Usability is the practice of making the experience of transacting with your website intuitive and productive for visitors. The user experience -- on a phone, tablet, desktop or app -- is key to keeping visitors on your site to drive conversions. Good usability enables users to focus on the *task* they wish to accomplish, rather than the *tools* needed to get it done. Utilize this checklist to assess the user experience on your own website.

NAVIGATION



- Make navigation clear and direct visitors to key conversion elements
- Include footer navigation to nimbly access commonly used items
- Provide a logical architecture with sub-menus for more detailed information
- Utilize menus, buttons and links that enable users to easily select their desired action
- Maintain a consistent navigation scheme throughout your site

LAYOUT & DESIGN



- Utilize a mobile-responsive template to provide a navigable site on all devices
- Include graphical elements throughout the site for visual interest and ease of use
- Maintain a consistent color scheme for page elements, including graphics and photographs
- Utilize color combinations that are readable by users with color blindness
- Include logical and descriptive top-line navigation

FONTS



- Appropriately size website copy to be viewable on a mobile device without the need to scroll or zoom
- Select clean fonts that are highly readable -- especially on mobile devices
- Avoid ornate or highly stylized fonts, except as part of a logo or graphical element
- Use designated heading and sub-head fonts (H1, H2, H3, etc.) to visually break up the page copy
- Utilize a consistent font family throughout your site

ECOMMERCE



- Offer support by phone, email or chat, and provide resources and FAQs to self-serve
- Test your purchasing process to be sure pages load quickly for an efficient transaction
- Display policies for returns and guarantees, and show shipping costs early in the purchase process
- Minimize required steps to make a purchase and display a progress bar if possible
- Include product testimonials and customer reviews