

CHECKLIST WEBSITE

In the 'CBI export manual; Website Promotion' from page 10-12 you will find the checklists on how to optimise websites, the same checklists you will find in this document.

Please use them to critically evaluate your own websites using the following scores.

Scores:

- Insufficient (I)
- Sufficient (S)
- Good (G)
- Not applicable (N/A)

With this checklist you will have a better idea of which elements of a website are good or could be improved.

CONTENTS	SCORE
1 Effective and efficient goals	
The participant has indicated what he wants to achieve with the website (marketing and content goals) and –if relevant- has prioritised the goals as well.	
The website does not contain any redundant information, taking into account the target group.	
The website contains all the information that is possibly relevant for the target group.	
Most relevant interaction possibilities are used (e.g. contact form, e-mail, Request for proposal, ask for brochure...).	
2 Correct presentation of information and organisation	
The website contains good and correct information on the organisation and when necessary information on the staff.	
The website does not contain any dated information. If relevant, the date of the latest update is presented as well.	
The website does not contain any spelling mistakes.	
The website address (URL) is logical.	
Depending on the goals, the website is available in one or more EU-languages.	

NAVIGATION	SCORE
1 Clear layout	
The target group knows quickly what can be found on this website. <i>Explanation: the target group can easily define a clear view of the structure of the site by means of the 'buttons'</i>	
The main categories and subcategories have clear chapter names, so that everyone gets a clear view of the contents.	
There are not too many main categories and subcategories, as these might cause the visitor to lose his overview. A guideline is to use no more than seven to nine options in a menu.	
2 Workable user interface	
The buttons of the navigation bar have a clear shape.	
The main navigation bar can be seen on each page, so that the main subjects (categories) are shown at all times.	
The button bars can be seen entirely on an 800x600 screen.	
The most important buttons are situated on the left side of the screen (or on top).	
There is a clear differentiation between buttons, which show a factional layout, and buttons that give other functions, like 'search', 'sitemap', 'help' and 'get in contact'.	

The company name is mentioned on each page (also when visitors enter the site on a random page by means of a search engine).	
NAVIGATION	SCORE
The button to the homepage is placed on every page.	
The position in the website can continually be followed, e.g. because the button of the category you are visiting has a different colour or shape (surfing tracks).	
3 Clear hyper links	
Texts do not contain too many links, as this might cause visitors to click further or to lose the overview. <i>NB. When possible, the links are mentioned at the end of the text.</i>	
A link can clearly be defined as being a link by means of its colour or shape.	
The external hyper links are opened in a new screen.	
4 Effective homepage (without clicking)	
The homepage clearly shows who the company is and which purpose the website serves. <i>Think of the logo, the tagline (describes the added value of the website for the target group in maximum eight words) and a good welcoming text which can be read without scrolling.</i>	
There are sufficiently clear starting points on the homepage. <i>Is it clear how to go further with the help of e.g. the search box and /or browsing</i>	
The homepage does not offer unnecessary information, i.e. information for which the visitor who just enters the site is not looking yet (e.g. mission statement)	
Within 8 seconds, the homepage convinces the target group to continue exploring the website.	
5 Clear page layout	
The page appearance is quiet, clear and scannable	
6 Word and PDF files	
The information is offered in Word format as little as possible.	
When documents have to be printed, they are presented in PDF format. The link to the document offers enough information on the contents, by means of which the visitor can determine whether downloading the file might be worthwhile.	
The printing quality of a file is good. Points of attention are: <ul style="list-style-type: none"> . The URL is mentioned on each page; . The company and contact possibility are mentioned; . A good numeration (both the page number and the total number of pages are indicated): . A good layout. 	

COMMUNICATION	SCORE
1 Accessible presentation of information	
Each page has a header that clearly indicates the contents of the page.	
The core information is always given on the starting screen of the page.	
Texts can be scanned, so that visitors can easily define what part contains important information (for them).	
Texts are divided into short paragraphs (preferably no more than 5 or 6 lines) with blanks.	
When it is useful, enumerations and/or bullets are used.	
There is a clear contrast between text and background.	
Fonts used are suitable for use on screens (<i>no italic font</i>).	
The font size is large enough to be read easily.	
The use of fonts is consistent (guideline: maximum of two fonts).	
CAPITAL letters are avoided as much as possible.	
Long tables are avoided.	

COMMUNICATION	SCORE
2 Accessible style and understandable texts	
Texts are short.	
Active style (no passive).	
As few examples as possible are used (only when relevant and / or functional).	
All information is understandable, also for people who have not yet visited other pages of the site.	
The text contains as many everyday words as possible. If jargon cannot be avoided or is desirable, the text only contains jargon, which the target group is familiar with.	

USER FRIENDLINESS	SCORE
1 Fast loading time	
The pages can be loaded within a few seconds (guideline: within eight seconds). Flash introductions do not occur.	
In case of a long loading time, users are warned about it.	
The total content size of a web page has a maximum of 30 Kb (Use http://www.websiteoptimization.com/services/analyze/).	
Pictures are smaller than 15 Kb (Use http://www.websiteoptimization.com/services/analyze/).	
2 Platform en browser independence	
The website can be loaded on every computer and in every browser (Internet Explorer, Netscape and Opera) as used by the visitor. In the EU Internet Explorer is used the most.	
3 Scrupulous registration	
There is a clear statement of what the organisation will do with visitor details.	
Visitors can unsubscribe / undo registration.	