

# Electronic Retailing - Selling on the Internet

## Web Site Analysis Checklist

<b>Home Page</b>		
	Name of Company	
	Logo	
	Description on Home Page	
	Who are they? Summary of "About"	
	Contact Info	
	E-mail	
	Fax	
	Snail Mail	
	Telephone	
	Address including physical and mailing - found on every page	
	Splash page - Ø	
<b>Site Purpose</b>		
	What is the purpose of the site?	
	Is it obvious to you?	
	Are you on the correct site, can this site help?	
	Is the topic or item you're looking for obvious on the home page?	
	Can I find it with three clicks or less?	
<b>Necessary Content</b>		
	Navigation Bar - (Links on Home Page)	
	<i>About Us Info</i>	
	<i>Privacy Policy</i>	
	<i>FAQ</i>	
	<i>Help (upper right)</i>	
	<i>Sign-in/registration</i>	
	Links Page?	
	Testimonials	
	Can I return to homepage from other pages?	
	Consistency	
	Ease of use	
	Image/text	
	Trust	
	Seals? Is there documentation that indicates official licensing, etc? Are credentials, certificates, memberships in organizations such as Better Business Bureau easily found?	
	Search Engine	
	Site Map	
	Photo on Home Page? - What is the reason the photo is used? Is it relevant to the purpose and theme of the site? Does it immediately get your attention? Does it give you a positive image about the company?	
<b>Page Design</b>		
	What is the image that is portrayed about your company or product?	
	Is the theme, design and color consistent throughout the website?	
	Does your choice of background and font colors make it easy to read and pleasant to the viewer?	
<b>Meta Tags</b>		
	Title	
	Keywords	
	Description	

<b>e-Commerce</b>	
Product representation - information/description	
Provides customer benefits/product uniqueness	
Ease of shopping	
Ease of placing order	
<i>Clear directions for ordering and canceling</i>	
Clear sales agreement	
<i>Clear representation of charges</i>	
Shipping/handling charges	
Processing/delivery time	
Payment Options - Secure Transactions	
<i>Fax</i>	
<i>Online</i>	
<i>Snail Mail</i>	
<i>Telephone</i>	
<i>Check</i>	
<i>Credit Card</i>	
<i>Intermediary</i>	
<i>Money Order</i>	
Order confirmation	
Return/exchange Policy	
Warranty Clearly Stated	
<b>Accessibility</b>	
Alt Tags	
Audio dependent information	
Blinking/moving text	
Mouse dependent navigation	
Readability	
Text-only default	
Video dependent information	
<b>Other</b>	
Advertising - are you bombarded with ads the minute you enter the site?	
DooDads - Counter Weather on your site Freebies - Desktops with your logo? Animated characters	

Adapted from Mississippi State University

References Include:

“Don’t Make Me Think” - Steve Krug

“Designing Web Usability” - Jakob Nielsen