



FREE UX/UI RESOURCE

Is Your Website Actually Easy to Use?

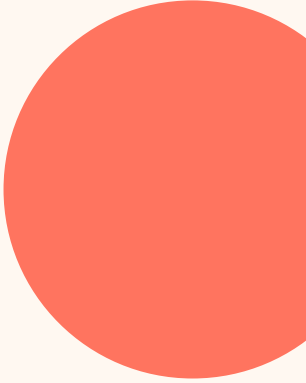
A practical 30-point website UX health check for business owners. Find friction, calculate your score and decide what to improve first.

30	6	15 min
UX checks	key categories	to complete

CREATED BY

Zahra Ali · UX/UI & Graphic Designer

zahraali.ca



How to use this audit

Review one important page—such as your homepage, service page or landing page. For every statement, choose the answer that best reflects the current experience.

0	Not yet	The experience does not meet this check.
1	Partly	It works in some places but is inconsistent or unclear.
2	Yes	The experience clearly meets this check.

Your audit details

Website / page:	
Audit date:	
Main customer goal:	
Most important conversion:	

Tip

Be honest and audit the real experience—not the experience you intended to create. If you are unsure, mark 1 and add it to your testing list.

01 First Impression & Clarity

Can a new visitor quickly understand what you offer and what to do next?

CHECK	WHAT GOOD LOOKS LIKE	0	1	2
Clear value proposition	A new visitor can understand what the business offers within five seconds.	☐	☐	☐
Obvious primary action	The main call to action is visible, specific and visually dominant.	☐	☐	☐
Audience-focused message	Headings speak to the customer's problem or desired result.	☐	☐	☐
Easy-to-scan content	Short sections, descriptive headings and lists make the page easy to scan.	☐	☐	☐
Credible first impression	The visual design feels professional, current and appropriate for the audience.	☐	☐	☐
Category score	Add your five selected values.			/ 10

02

Navigation & User Journey

Can people find the right information without guessing?

CHECK	WHAT GOOD LOOKS LIKE	0	1	2
Simple main navigation	Menu labels are familiar, concise and limited to the most important destinations.	☐	☐	☐
Consistent navigation	The header, menu and footer behave consistently across important pages.	☐	☐	☐
Logical page structure	Information appears in the order users need to make a decision.	☐	☐	☐
Clear location cues	Active states, page titles or breadcrumbs help visitors know where they are.	☐	☐	☐
No dead ends	Every key page offers a useful next step instead of leaving the visitor stranded.	☐	☐	☐
Category score	Add your five selected values.			/ 10

03

Mobile Experience

Does the website remain easy and comfortable to use on a phone?

CHECK	WHAT GOOD LOOKS LIKE	0	1	2
No horizontal scrolling	Content fits the screen without accidental sideways movement.	☐	☐	☐
Comfortable tap targets	Buttons and controls are large enough and sufficiently separated.	☐	☐	☐
Readable mobile type	Text can be read without zooming and line lengths remain comfortable.	☐	☐	☐
Useful mobile hierarchy	Important information and actions appear early—not after excessive scrolling.	☐	☐	☐
Forms work on mobile	Fields, keyboards, validation messages and submit buttons are easy to use.	☐	☐	☐
Category score	Add your five selected values.			10

04

Conversion & Trust

Does the interface help visitors feel confident enough to act?

CHECK	WHAT GOOD LOOKS LIKE	0	1	2
Specific calls to action	Buttons explain the outcome, such as 'Book a UX Review' instead of 'Submit'.	☐	☐	☐
Visible proof	Testimonials, client work, results or credentials support important claims.	☐	☐	☐
Low-friction forms	Forms request only necessary information and explain what happens next.	☐	☐	☐
Questions answered	Pricing context, process, timelines or FAQs address common concerns.	☐	☐	☐
Consistent trust signals	Contact information, policies and business identity are easy to verify.	☐	☐	☐
Category score	Add your five selected values.			10

05

Accessibility & Inclusion

Can more people perceive, understand and operate the website?

CHECK	WHAT GOOD LOOKS LIKE	0	1	2
Readable contrast	Text and important controls have sufficient contrast against their backgrounds.	☐	☐	☐
Keyboard access	Menus, links, buttons and forms can be used without a mouse.	☐	☐	☐
Useful alternative text	Meaningful images have concise alt text; decorative images are ignored.	☐	☐	☐
Clear labels and errors	Form fields have visible labels and errors explain how to correct the problem.	☐	☐	☐
Visible focus and states	Keyboard focus, hover, selected and disabled states are clearly distinguishable.	☐	☐	☐
Category score	Add your five selected values.			/ 10

06

Performance & Consistency

Does the experience feel stable, responsive and professionally maintained?

CHECK	WHAT GOOD LOOKS LIKE	0	1	2
Fast key pages	Important pages load quickly on a typical mobile connection.	☐	☐	☐
Stable layout	Content does not unexpectedly jump while the page loads.	☐	☐	☐
Optimized media	Images and videos are appropriately sized and do not delay the main content.	☐	☐	☐
Consistent interface	Colors, typography, spacing, buttons and components follow a clear system.	☐	☐	☐
No broken experiences	Links, forms, filters, animations and error messages work as expected.	☐	☐	☐
Category score	Add your five selected values.			/ 10

Your UX health score

Transfer each category score below. Your total score is out of 60.

CATEGORY	SCORE
01 First Impression & Clarity	___ / 10
02 Navigation & User Journey	___ / 10
03 Mobile Experience	___ / 10
04 Conversion & Trust	___ / 10
05 Accessibility & Inclusion	___ / 10
06 Performance & Consistency	___ / 10
TOTAL UX HEALTH SCORE	___ / 60

0-20	High friction	Visitors are likely struggling. Prioritize critical journeys and accessibility first.
21-40	Needs improvement	The foundation exists, but inconsistencies may be reducing trust and conversions.
41-52	Strong foundation	The experience is generally clear. Focus on testing and refining the weakest category.
53-60	UX-ready	Your website performs well against this quick review. Continue testing with real users.

Important

This score is a practical first review, not a WCAG conformance statement or a substitute for usability testing with representative users.

Turn findings into action

Choose no more than three priorities. Fixing a few important problems completely is more valuable than starting ten changes at once.

PRIORITY	PROBLEM FOUND	NEXT ACTION	OWNER / DATE
1			
2			
3			

Questions to guide your decision

- ☐ Does this problem block an important action, such as contacting, booking or purchasing?
- ☐ How many visitors are likely affected—and on which devices?
- ☐ Is the problem a small content/UI correction or evidence of a larger journey issue?
- ☐ What evidence will show that the change improved the experience?

Need an expert second opinion?

I can review your website, identify the highest-impact UX problems and recommend practical improvements aligned with your business goals.

[Explore UX/UI Design Services →](#)

Created by Zahra Ali · UX/UI & Graphic Designer · zahraali.ca

Framework references: W3C Web Content Accessibility Guidelines (WCAG) 2.2 and established usability evaluation practices. © 2026 Zahra Ali. For educational use.