The Web Quality Assurance Checklist

Rules 2020 - Version: 4.0 – English Version

www.opquast.com

Opquast and the Checklist in brief

In operation since 2000, Opquast **has become** a world pioneer in **web quality assurance**. Essentially the company produces implementation guidance rules for the web and certifies the skills of Web professionals. **Opquast** has already certified more than 10,000 people with an extended community using Opquast checklists to **improve all web products and websites as well as the production and project process**.

This checklist represents the complete 240 rules. Each rule contributes to producing higher quality web products with an improved user experience. Each rule is arrived at via community consensus. The checklist is distributed under an open license.
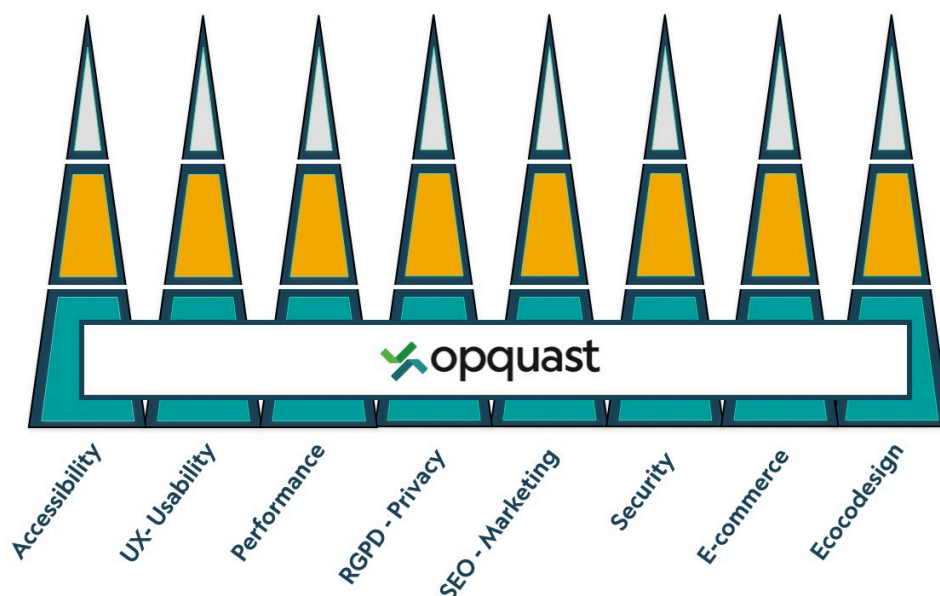
Multidisciplinary foundation to manage Web project risks

The domains covered are: **performance, accessibility, security, data privacy, SEO, eco-design, SEO, risk and other quality assurance aspects that impact the user experience**.

The Opquast checklist has been updated every five years since 2004. Each version is established by a **large task force of community experts** during online workshops; the latest version **reconciling over 1300 comments**. The workshops are led by Elie Sloim, founder of Opquast, and Laurent Denis, Opquast's quality and accessibility expert. The 2020 version presented here is **the most advanced and extensive checklist, in terms of both content and structure**.

Web Quality Assurance Checklist
240 rules

1. Contents

☐ 1 The website provides a way for users to find out about new content and services.

☐ 2 Information about copyrights and reuse rights can be accessed from every page.

☐ 3 Each page's source code contains metadata that describe the content.

☐ 4 Dates are presented in an explicit format.

☐ 5 The first occurrence of an abbreviation or an acronym in the body of any page provides an explanation of its meaning.

☐ 6 The publication date of the contents is indicated when needed.

☐ 7 A lexicon or a glossary adapted to the target audience explains the industry-specific or technical vocabulary used.

☐ 8 Advertisements and sponsored content are identified as such.

☐ 9 The conditions for moderation of public spaces are explained.

☐ 10 Content and files intended for public spaces can be checked before upload.

☐ 11 Public spaces offer at least one way to report abuse.

☐ 12 Each graph is accompanied by its numerical data.

☐ 13 The search result page indicates the number of results, the number of pages of results, and the number of results per page.

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2. Personal data

☐ 14   The privacy and confidentiality policy can be reached from any page.

☐ 15   The process of accessing and modifying personal data is explained

☐ 16   Accounts can be created without the need to use a third-party identification system.

☐ 17   Account creation is subject to a confirmation process.

☐ 18   The website offers a mechanism to prevent account or identity theft.

☐ 19   Accounts and subscriptions opened online can be closed online

☐ 20   If the website provides a personal space (or a subscriber space), personal content can be backed up in a standard format.

☐ 21   Single sign on to all website services is possible with the same identifiers.

☐ 22   It is possible to log out from private areas.

☐ 23   The website accepts email aliases containing the + sign.

☐ 24   The headers sent by the server specify the communication policy of the referrers.

☐ 25   External links that open in a new window don't share context information.

☐ 26   Sensitive data are securely transmitted and signalled as such

☐ 27   Sensitive data are not transmitted literally through URLs

☐ 28   The aim of using cookies, as well as the consequences of refusing them, are explained

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3. E-Commerce

☐ 29   A product or service can be purchased without creating an account.

☐ 30   The details of each item can be viewed from the shopping cart.

☐ 31   No additional products or services are added to the shopping cart without a customer action.

☐ 32   Registration for ancillary services is not enabled by default.

☐ 33   Product availability is shown before final order placement.

☐ 34   The estimated delivery date is shown before final order placement.

☐ 35   The estimated delivery costs are indicated before the final validation of the order.

☐ 36   The method for retrieving a virtual item is explained before order placement.

☐ 37   Users can still modify each item's quantity, and add or delete one or more items, as long as the order has not definitively been placed.

☐ 38   The nature and quantifiable characteristics of products and services are provided.

☐ 39   The period of validity and conditions of special offers and promotions are indicated.

☐ 40   The detailed sub-total is indicated before final order placement.

☐ 41   Financing conditions are indicated.

☐ 42   The operating conditions of the after-sales service are indicated.

☐ 43   Debit and charge conditions are explained before final order placement.

☐ 44   Warranty conditions are specified.

☐ 45   The terms of sale and use can be accessed from every page.

☐ 46   Information is provided about the products or services delivery zones.

☐ 47   The accepted payment methods and their associated procedures are indicated.

☐ 48   The identity of third-parties involved in transactions is provided

☐ 49   Dispute procedures are explained in the general terms of sale or use.

☐ 50 The address and the terms and conditions for returns (on-site, at the workshop, etc.) are provided.

☐ 51 The website indicates who has to pay the return costs before the final validation of the order.

☐ 52 The procedure for submitting a complaint and for how it will be handled is explained.

☐ 53 The conditions for getting a refund are explained.

☐ 54 The hardware and software required for the service to run are provided before final order placement.

☐ 55 The displayed prices show the applied taxes and any additional charges, as well as tax-exclusive prices.

☐ 56 Different shipping and billing addresses can be specified.

☐ 57 The website accepts at least two payment methods.

☐ 58 Personal banking information is only stored with the express consent of the user.

☐ 59 The personal banking information stored by the website can be modified or deleted.

☐ 60 The transaction's reference number is displayed to the customer, once the order has been placed.

☐ 61 The invoices issued are also available online

☐ 62 Each invoice is subject to a confirmation email.

☐ 63 Any mention of an affiliation with a professional association, or endorsement by a label or an award, features a link to the source.

☐ 64 Unavailable products are differentiated by visual and textual means.

☐ 65 An email providing the transaction's reference number and the order details is sent after order placement.

☐ 66 Each complaint shall be issued with an acknowledgment of receipt.

4.Forms

- ☐ 67 In the source code, each field in the form is associated with a label that is specific to it.

- ☐ 68 Information supplementing a field's label is associated with that field in the source code.

- ☐ 69 Each form field's label indicates whether or not it is a required field.

- ☐ 70 Each form field's label indicates the required data format, if any.

- ☐ 71 The user is warned whenever a field is case-sensitive.

- ☐ 72 The label of each form field that requires it indicates the number of characters allowed.

- ☐ 73 There is an input error prevention mechanism for user password creation.

- ☐ 74 The characters entered in a password field can be displayed in clear text.

- ☐ 75 Every form label is visually attached to the field that it describes.

- ☐ 76 The contextual information relating to a form field has a close visual-proximity to it.

- ☐ 77 If any data entered in the form are rejected, the fields containing the rejected data are highlighted for the user.

- ☐ 78 If any data entered in the form are rejected, the reason(s) why are explained to the user.

- ☐ 79 If any data entered in the form are rejected, the user can change any of the input data.

- ☐ 80 Custom error messages are expressed in the language of the form.

- ☐ 81 For forms divided over several pages, an overall summary is displayed before the final version is submitted.

- ☐ 82 The page displayed after the form's submission allows the user to return to their navigation directly.

- ☐ 83 Form submission is followed by a message indicating whether or not the action was successful.

- ☐ 84 The user is alerted at the beginning of a complex process to the nature of the data and documents required

☐ 85 Complex processes are accompanied by a list of their steps.

☐ 86 The current step in a complex process is indicated.

☐ 87 Each step in a complex process allows the user to go back to the previous step.

☐ 88 The user is warned that they will lose information if they go back using their browser's history during a complex process.

☐ 89 Navigating through a complex process does not cause any previously-submitted data to be lost.

☐ 90 Copy-and-paste is possible in the form's fields.

☐ 91 The items in a drop-down list are grouped together appropriately, where applicable.

☐ 92 The lists of form options are presented in an identifiable order.

☐ 93 Email, URL, telephone, number, search, password, and date and time input fields are assigned an appropriate type.

Interested in Web Quality Assurance?
Are you familiar with the VPTCS model ?

V Visibility **P** Perception **T** Technical **C** Contents **S** Services
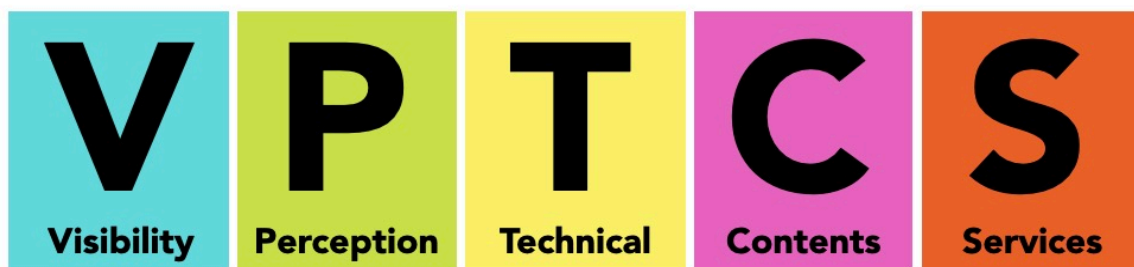
www.opquast.com/vptcs/

5. Identification and contact

- [ ] 94   The homepage explains the nature of the content and services on offer.

- [ ] 95   If the website is reserved or intended for a specific audience, that audience is mentioned, at least on the homepage.

- [ ] 96   The identity of the author, the company or the organization is provided.

- [ ] 97   Each page provides a title that enables one to identify the website

- [ ] 98   Each page provides a title that enables one to identify its content

- [ ] 99   The source code of the pages contains a valid call to a favourite icon ("favicon")

- [ ] 100   The complete address and phone number of companies and organizations can be reached from all of the website's pages.

- [ ] 101   The company's or organization's legal registration number, issued in its home country, is provided.

- [ ] 102   The website provides at least two means of contact.

- [ ] 103   Response times are provided for information requests.

- [ ] 104   The *operating* hours and prices for the services offered to customers are listed.

- [ ] 105   Every information request submitted produces an acknowledgment of receipt.

- [ ] 106   All emails provide at least one means of contact.

- [ ] 107   The website provides at least one means of contacting the person in charge of complaints.

- [ ] 108   The website provides at least one means of contacting the moderator of public spaces.

- [ ] 109   The identity of the person responsible for the content or the service is provided.

- [ ] 110   If the website claims to adhere to one or more standards or guidelines, a link is provided to each of them.

6. Images and medias

☐ 111   Each decorative image has an appropriate text alternative.

☐ 112   Each image link has an appropriate text alternative.

☐ 113   Each information-carrying image has an appropriate text alternative.

☐ 114   Thumbnails and previews are not larger images resized on the client side.

☐ 115   Included objects have an appropriate text alternative.

☐ 116   All audio and video content is accompanied by a text transcription.

☐ 117   Videos have synchronized subtitles.

☐ 118   The length of video and audio content is displayed.

☐ 119   Videos are user-triggered.

☐ 120   Sounds are user-triggered.

☐ 121   Video content and animations, sounds and flashes can be paused.

☐ 122   The course of video or any animation does not block access to navigation or content.

7. Internationalization

☐ 123 The country code is provided for all phone numbers

☐ 124 The country is mentioned for all mailing addresses.

☐ 125 Each page's source code specifies the content's main language.

☐ 126 The main language of a link's target page is provided, if different from the original page.

☐ 127 Each language change is indicated.

☐ 128 Links to translated versions point directly to the current page's translation.

☐ 129 Links to equivalent versions of a page or website are written in the target language.

☐ 130 The server respects the preferential order of languages specified in user agents

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Who drives the Opquast project?

Élie Sloïm
Founder and President of Opquast. Consultant, trainer and lecturer, Elie is involved in many events, companies and training courses in France and abroad Chancellery of the Belgian Prime Minister, Parisweb, Confoo Montreal, World Usability Day, Webdesign International Festival,Open data on the Web (London), a11y Québec, keynote speaker at a11y Québec (2013, 2016) - DevCon Mauritius.)
He is the co-author of "Qualité Web" and the "Memento Sites Web: les bonnes pratiques", published by Eyrolles. He wrote the forewords of :
- «*CSS2*» by Raphaël Goetter, Eyrolles
- «*Ergonomie Web*» by Amélie Boucher, Eyrolles
- «*Tri par cartes*» by Gautier Barrère and Eric Mazzone, Eyrolles
- «*Intégration Web*» by Corinne Schillinger, Eyrolles
- «*Bonnes pratiques Eco-conception*» by Frédéric Bordage, Eyrolles
- «*60 questions pour réussir votre site Web* » by Jean-Marc Hardy, Dunod
- «*Ecrire pour le Web* » by Muriel Gani, Dunod.

Laurent Denis
Laurent Denis has a strong academic leaning: a postgraduate degree in Contemporary History from the Sorbonne, a teacher for many years, teaching activities with children with disabilities. It is this background where he has specialized in accessibility that gives him perfect standing to be a main contributor of the Opquast certification 'Mastering Web Quality Assurance' . His knowledge and practice of standards and specifications make him one of the leading specialists on Web standards. Co-author of "Qualité Web: La référence des professionnels du Web" by Eyrolles, he also wrote the forewords of:
- "Réussir son site web avec XHTML and CSS" Mathieu Nebra (founder of OpenClassRooms
- " Intégration web - Les bonnes pratiques: Le guide de survie de l'intégrateur" Corinne Schillinger, also at Eyrolles.

8. Links

☐ 131 Each link has a proper label in the source code.

☐ 132 Each link's label describes either its function or the nature of its target.

☐ 133 links of the same nature have identical colors, shapes and behaviors on all pages.

☐ 134 Underlining is reserved for links.

☐ 135 Links are visually differentiated from the rest of the content.

☐ 136 The website applies a different style to visited and unvisited links.

☐ 137 Internal and external links are differentiated.

☐ 138 Internal links to restricted content are differentiated.

☐ 139 Links to external software have an explicit label.

☐ 140 Phone numbers can be enabled using the appropriate protocol.

☐ 141 The user is warned before new windows are opened.

☐ 142 The format of downloadable files is displayed.

☐ 143 The size of downloadable files is displayed.

☐ 144 The language of downloadable files is mentioned when it is different to the original page.

☐ 145 Internal names for downloadable files make it possible to identify their content and origin.

☐ 146 The website does not prohibit or restrict incoming links.

☐ 147 All links internal to the website are valid.

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9. Navigation

☐ 148   If the website is not restricted to a specific public, its content can be accessed directly.

☐ 149   Navigating the website does not open any pop-up windows.

☐ 150   It is possible to go back to the homepage from any page.

☐ 151   Each page displays information as to where it is located in the website's tree structure.

☐ 152   Active menu items are indicated.

☐ 153   Navigation blocks of the same nature are in the same place on every page.

☐ 154   Navigation icons are provided with explicit text legends.

☐ 155   Mechanisms for closing windows are visually attached to their content.

☐ 156   Mechanisms for closing windows are immediately available.

☐ 157   New windows that are specially sized and modal windows are all equipped with explicit close buttons.

☐ 158   Mechanisms for closing windows are shown in the same location on every page.

☐ 159   Each page provides skip links at the beginning of its source code.

☐ 160   Keyboard focus has not been removed or masked.

☐ 161   The website can be navigated in its entirety using only a keyboard.

☐ 162   Keyboard navigation is set up in a predictable order.

☐ 163   The website offers an internal search engine.

☐ 164   Each search result page can be reached by means of a web address.

☐ 165   It is possible to relaunch a search from its results page.

☐ 166   The website map can be reached from every page.

☐ 167   The time limits imposed on an action or access are indicated.

10. Newsletter

☐ 168 Subscribing to newsletters is subject to a confirmation process.

☐ 169 An unsubscribe link is provided in each newsletter.

☐ 170 Unsubscribing from within the newsletter does not require email confirmation.

☐ 171 It is possible to unsubscribe from newsletters from the website.

☐ 172 The latest edition of the newsletter is available online.

☐ 173 Newsletter archives are available online.

☐ 174 The newsletters' frequency can be found before subscribing.

11. Presentation

☐ 175   The design is consistent throughout the website.

☐ 176   Information is not conveyed by color alone.

☐ 177   Content is presented with sufficient contrast to its background.

☐ 178   The content and meaning of each page are not altered when styles are disabled.

☐ 179   Content is not only designated by its shape or its position on the screen.

☐ 180   Content that should be reproduced by screen readers is not hidden from them.

☐ 181   The size of the clickable elements is sufficient.

☐ 182   Texts that can be formatted via styles are not replaced by images.

☐ 183   Content managed by styles has an appropriate alternative.

☐ 184   Typographic symbols have an appropriate alternative.

☐ 185   A generic font family is listed as the last alternative in font family lists.

☐ 186   Styles do not justify the text.

☐ 187   Words are capitalized for decorative purposes by means of styles.

☐ 188   The website does not block the browser's zoom functionalities.

☐ 189   The website offers one or more mechanisms for adapting to mobile devices.

☐ 190   The website provides at least one style sheet for printing.

☐ 191   The content of each page can be printed without navigation blocks.

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12. Security

- [ ] 192   All pages use the HTTPS protocol.

- [ ] 193   Security certificates are signed and currently valid

- [ ] 194   Pages using HTTPS have a strict transport header.

- [ ] 195   Pages using the HTTPS protocol do not offer HTTP resources.

- [ ] 196   Password-related operations can be carried out completely online.

- [ ] 197   Passwords can be chosen and changed by the user

- [ ] 198   A mechanism raises the user's awareness regarding their password's level of security

- [ ] 199   The website provides a way to reinitialise a password if it's lost, stolen or forgotten

- [ ] 200   The website doesn't communicate a password by email.

- [ ] 201   The headers sent by the server disable automatic detection of each resource's MIME type.

- [ ] 202   The server indicates each resource's MIME type.

- [ ] 203   Information relative to transaction security are provided

- [ ] 204   The server does not list files in folders that do not have index files

- [ ] 205   The server sends activation information for protection against cross-site scripting.

- [ ] 206   The server sends information that indicates which domains are allowed to embed its pages in frames

- [ ] 207   The website offers a security mechanism that limits the sources of its content.

- [ ] 208   The server doesn't communicate information on the software and languages.

- [ ] 209   Integrity control of third party resources is present and valid.

- [ ] 210   The website offers at least two mechanisms to validate a secure operation.

13. Server and performances

☐ 211   The address of the website and of its subdomains works with and without a www prefix

☐ 212   The website's root contains instructions for web crawlers.

☐ 213   The website provides a sitemap file listing the content to be crawled.

☐ 214   The server does not force redirects from the desktop version to the mobile version.

☐ 215   The server sends a 404 HTTP error code for resources not found

☐ 216   The server sends a personalised 404 Not found error page

☐ 217   The server sends a personalized 403 "Forbidden" error page.

☐ 218   The main navigation menu is displayed on personalized error pages.

☐ 219   The server compresses contents if the client accepts compressed contents

☐ 220   The server sends information to enable the caching of contents

☐ 221   Headers sent by the server contain information pertaining to the character set used

☐ 222   Style sheets are minified

☐ 223   Scripts are minified

14. Structure and code

- [ ] 224 The date of publication or update of the contents is made available in a programmatic form.

- [ ] 225 Each page's source code contains metadata that define the character set used.

- [ ] 226 The character encoding is UTF-8.

- [ ] 227 Each page's content is organized according to a hierarchical structure of headings and sub-headings.

- [ ] 228 Elements that are visually displayed as lists are tagged in an appropriate way in the source code.

- [ ] 229 Each HTML ID is only used once per page.

- [ ] 230 The website does not block the copying of content.

- [ ] 231 The website does not block access to the context menu.

- [ ] 232 The website does not force any redirects or auto-refreshes on the client side.

- [ ] 233 The text of internal PDF documents can be selected.

- [ ] 234 Internal PDF documents are given a structure based on headings.

- [ ] 235 Syndication feeds can be detected by user agents

- [ ] 236 Cells in data tables are linked to their headers

- [ ] 237 Captions for data tables are provided

- [ ] 238 Linearising tables used for layout does not impede the understanding of contents

- [ ] 239 Data tables are not replaced by images.

- [ ] 240 Data tables are not simulated through styled text

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Credits and thanks

We warmly thank all Opquast contributors who participated: Emmanuelle Aboaf, Frédérique Battel, Christophe Bigot, Mathieu Chaperon, Christophe Clouzeau, Marie Comet, Geoffrey Crofte, Romain Cuisnier, Sébastien Delorme, Laurent Denis, Stéphane Deschamps, Alexis Ferriere, Eric Gateau, Frédéric Halna, Nicolas Hoffmann, Sorya Huon, Olivier Keul, Yann Kozon, Eric Lamy, Véronique Lapierre, Valéry-Xavier Lentz, Céline Leroy, Delphine Malassigne, Bertrand Matge, Julie Mathiau, Julie Moynat, Laurent Naudier, Yann Olive, Thierry Philippe, Sébastien Picq, Christophe Pierrot, Luc Poupard, Gaël Poupard, Romuald Priol, Jacques Pyrat, Grégoire Rondouin, Boris Schapira, Elie Sloïm, Martin Supiot, Vincent Valentin.

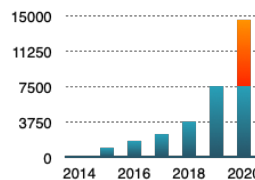## We hope you find these rules useful. Please share with your colleagues and associates.

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The international reference on Web quality.

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Pass the certification, get your teams certified, or enrich your training courses.

support@opquast.com

+33 556 401 402

www.opquast.com