



# Opquast Digital Quality Framework

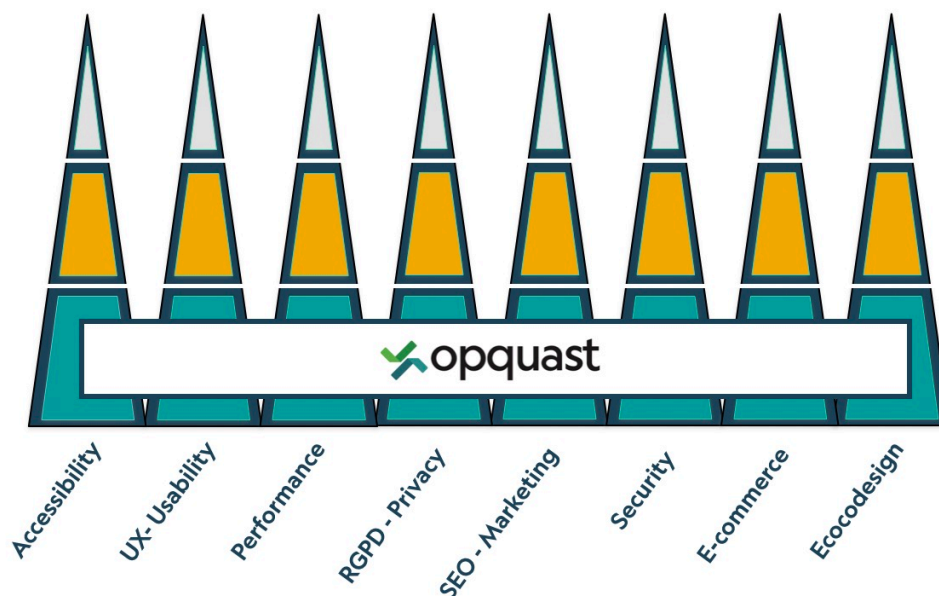
Rules 2025 - Version: 5.0 – English Version

[www.opquast.com](http://www.opquast.com)

# Opquast and the framework in brief

In operation since 2000, Opquast **has become** a world pioneer in **digital quality assurance**. Essentially the company produces implementation guidance rules for web and digital applications and certifies the skills of digital professionals. **Opquast** has already certified more than 20,000 people with an extended community using Opquast standard to **improve all digital products and websites as well as the production and project process**.

**This documents represents the 245 rules. Each rule contributes to producing higher quality digital products with an improved user experience.** Each rule is arrived at via community consensus. The rules are distributed under an open license.



*Multidisciplinary foundation to manage digital 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 workshops are led by Elie Sloim, founder of Opquast, and Laurent Denis, Opquast's quality and accessibility expert. The 2025 version presented here is **the most advanced and extensive checklist, in terms of both content and structure.**

# Opquast Digital Quality Framework

## 245 rules

### 1. Contents

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- ☐ 1 It is possible to find out about new content or 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.
- ☐ 14 Les contenus ne détournent pas de caractères pour simuler une mise en forme visuelle.

## 2. Personal data

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- ☐ 15 The privacy and confidentiality policy can be reached from any page.
- ☐ 16 The process of accessing and modifying personal data is explained
- ☐ 17 Accounts can be created without the need to use a third-party identification system.
- ☐ 18 Account creation is subject to a confirmation process.
- ☐ 19 A mechanism for preventing account or identity theft is proposed.
- ☐ 20 Accounts and subscriptions opened online can be closed online
- ☐ 21 If a personal or subscriber space is offered, it is possible to download personal content.
- ☐ 22 Single sign on to all website services is possible with the same identifiers.
- ☐ 23 It is possible to log out from private areas.
- ☐ 24 Email aliases containing the + sign are accepted.
- ☐ 25 The headers sent by the server specify the communication policy of the referrers.
- ☐ 26 No information is displayed regarding the existence of a user account.
- ☐ 27 Sensitive data are securely transmitted and signalled as such
- ☐ 28 Sensitive data are not transmitted literally through URLs
- ☐ 29 The aim of using cookies, as well as the consequences of refusing them, are explained

### 3. E-Commerce

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- ☐ 30 A product or service can be purchased without creating an account.
- ☐ 31 The details of each item can be viewed from the shopping cart.
- ☐ 32 No additional products or services are added to the shopping cart without a customer action.
- ☐ 33 Registration for ancillary services is not enabled by default.
- ☐ 34 Product availability is shown before final order placement.
- ☐ 35 The estimated delivery date is shown before final order placement.
- ☐ 36 The estimated delivery costs are indicated before the final validation of the order.
- ☐ 37 The method for retrieving a virtual item is explained before order placement.
- ☐ 38 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.
- ☐ 39 The nature and quantifiable characteristics of products and services are provided.
- ☐ 40 The period of validity and conditions of special offers and promotions are indicated.
- ☐ 41 The detailed sub-total is indicated before final order placement.
- ☐ 42 Financing conditions are indicated.
- ☐ 43 The operating conditions of the after-sales service are indicated.
- ☐ 44 Debit and charge conditions are explained before final order placement.
- ☐ 45 Warranty conditions are specified.
- ☐ 46 The terms of sale and use can be accessed from every page.
- ☐ 47 Information is provided about the products or services delivery zones.
- ☐ 48 The accepted payment methods and their associated procedures are indicated.
- ☐ 49 The identity of third-parties involved in transactions is provided
- ☐ 50 Dispute procedures are explained in the general terms of sale or use.

- ☐ 51 The address and the terms and conditions for returns (on-site, at the workshop, etc.) are provided.
- ☐ 52 The website indicates who has to pay the return costs before the final validation of the order.
- ☐ 53 The procedure for submitting a complaint and for how it will be handled is explained.
- ☐ 54 The conditions for getting a refund are explained.
- ☐ 55 The hardware and software required for the service to run are provided before final order placement.
- ☐ 56 The displayed prices show the applied taxes and any additional charges, as well as tax-exclusive prices.
- ☐ 57 Different shipping and billing addresses can be specified.
- ☐ 58 At least two payment methods are accepted.
- ☐ 59 Personal banking information is only stored with the express consent of the user.
- ☐ 60 Stored bank details can be modified or deleted.
- ☐ 61 The transaction's reference number is displayed to the customer, once the order has been placed.
- ☐ 62 The invoices issued are also available online
- ☐ 63 Each invoice is subject to a confirmation email.
- ☐ 64 Any mention of an affiliation with a professional association, or endorsement by a label or an award, features a link to the source.
- ☐ 65 Unavailable products are differentiated by visual and textual means.
- ☐ 66 An email providing the transaction's reference number and the order details is sent after order placement.
- ☐ 67 Each complaint shall be issued with an acknowledgment of receipt.
- ☐ 68 La provenance des produits est indiquée.

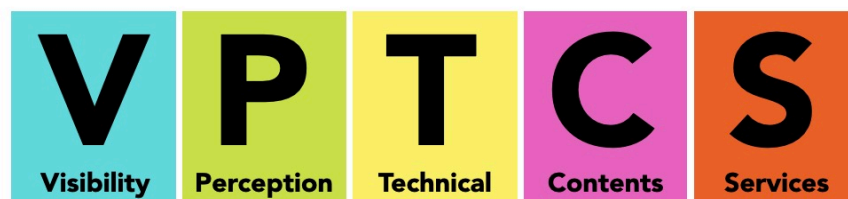
## 4.Forms

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- ☐ 69 In the source code, each field in the form is associated with a label that is specific to it.
- ☐ 70 Information supplementing a field's label is associated with that field in the source code.
- ☐ 71 Each form field's label indicates whether or not it is a required field.
- ☐ 72 Each form field's label indicates the required data format, if any.
- ☐ 73 The user is warned whenever a field is case-sensitive.
- ☐ 74 The label of each form field that requires it indicates the number of characters allowed.
- ☐ 75 There is an input error prevention mechanism for user password creation.
- ☐ 76 The characters entered in a password field can be displayed in clear text.
- ☐ 77 Every form label is visually attached to the field that it describes.
- ☐ 78 The contextual information relating to a form field has a close visual-proximity to it.
- ☐ 79 If any data entered in the form are rejected, the fields containing the rejected data are highlighted for the user.
- ☐ 80 If any data entered in the form are rejected, the reason(s) why are explained to the user.
- ☐ 81 If any data entered in the form are rejected, the user can change any of the input data.
- ☐ 82 Custom error messages are expressed in the language of the form.
- ☐ 83 For forms divided over several pages, an overall summary is displayed before the final version is submitted.
- ☐ 84 The page displayed after the form's submission allows the user to return to their navigation directly.
- ☐ 85 Form submission is followed by a message indicating whether or not the action was successful.
- ☐ 86 The user is alerted at the beginning of a complex process to the nature of the data and documents required
- ☐ 87 Complex processes are accompanied by a list of their steps.

- ☐ 88 The current step in a complex process is indicated.
- ☐ 89 Each step in a complex process allows the user to go back to the previous step.
- ☐ 90 The user is warned that they will lose information if they go back using their browser's history during a complex process.
- ☐ 91 Navigating through a complex process does not cause any previously-submitted data to be lost.
- ☐ 92 Copy-and-paste is possible in the form's fields.
- ☐ 93 The items in a drop-down list are grouped together appropriately, where applicable.
- ☐ 94 The lists of form options are presented in an identifiable order.
- ☐ 95 Email, URL, telephone, number, search, password, and date and time input fields are assigned an appropriate type.
- ☐ 96 Les procédures d'authentification à double facteur peuvent être relancées.
- ☐ 97 Les champs permettant l'autocomplétion sont signalés dans le code source.
- ☐ 98 Les boutons désactivés ne sont pas masqués aux lecteurs d'écran.

## Interested in Digital Quality? Are you familiar with the VPTCS model?



[www.opquast.com/vptcs/](http://www.opquast.com/vptcs/)



## 5. Identification and contact

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- ☐ 99 The homepage explains the nature of the content and services on offer.
- ☐ 100 If the content or services are reserved for or intended for a specific audience, this audience is mentioned at least on the home page.
- ☐ 101 The identity of the author, the company or the organization is provided.
- ☐ 102 Each page provides a title that enables one to identify the website
- ☐ 103 Each page provides a title that enables one to identify its content
- ☐ 104 The source code of the pages contains a valid call to a favourite icon ("favicon")
- ☐ 105 The complete address and phone number of companies and organizations can be reached from all of the pages.
- ☐ 106 The company's or organization's legal registration number, issued in its home country, is provided.
- ☐ 107 At least two means of contact are offered.
- ☐ 108 Response times are provided for information requests.
- ☐ 109 The operating hours and prices for the services offered to customers are listed.
- ☐ 110 Every information request submitted produces an acknowledgment of receipt.
- ☐ 111 All emails provide at least one means of contact.
- ☐ 112 There is at least one way to contact customer service or support.
- ☐ 113 There is at least one way to contact the moderator of public spaces.
- ☐ 114 The identity of the person responsible for the content or the service is provided.
- ☐ 115 If one or more standards or guidelines are declared as compliant, a link is provided to each of them.

## 6. Images and medias

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- ☐ 116 Each decorative image has an appropriate text alternative.
- ☐ 117 Each image link has an appropriate text alternative.
- ☐ 118 Each information-carrying image has an appropriate text alternative.
- ☐ 119 Thumbnails and previews are not larger images resized on the client side.
- ☐ 120 Included objects have an appropriate text alternative.
- ☐ 121 All audio and video content is accompanied by a text transcription.
- ☐ 122 Videos have synchronized subtitles.
- ☐ 123 The length of video and audio content is displayed.
- ☐ 124 Videos are user-triggered.
- ☐ 125 Sounds are user-triggered.
- ☐ 126 Video content and animations, sounds and flashes can be paused.
- ☐ 127 The course of video or any animation does not block access to navigation or content.

### « Mobilize a digital quality framework »

#### The benchmark certification for digital professionals

- 14-hour self-paced online training, available 24x7
- For all web professionals, **strategic to operational, including marketers, project managers, web designers, sales and technical staff.**
- A multidisciplinary approach: **UX, SEO, accessibility, ecodesign, performance, privacy...**
- For **all levels**, beginners to advanced.
- Content based upon rules **framework and vocabulary which can be applied from design through to post implementation**
- Design principles focused on user diversity and user contexts

[Download the program \(PDF-150ko\)](#)

## 7. Internationalization

- ☐ 128 The country code is provided for all phone numbers
- ☐ 129 The country is mentioned for all mailing addresses.
- ☐ 130 Each page's source code specifies the content's main language.
- ☐ 131 The main language of a link's target page is provided, if different from the original page.
- ☐ 132 Each language change is indicated.
- ☐ 133 Links to translated versions point directly to the current page's translation.
- ☐ 134 Links to equivalent versions of content are written in their target language.
- ☐ 135 The server respects the preferential order of languages specified in user agents

### 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 for Smashing magazine and produced 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

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- ☐ 136 Each link has a proper label in the source code.
- ☐ 137 Each link's label describes either its function or the nature of its target.
- ☐ 138 links of the same nature have identical colors, shapes and behaviors on all pages.
- ☐ 139 Underlining is reserved for links.
- ☐ 140 Links are visually differentiated from the rest of the content.
- ☐ 141 Visited and unvisited links are visually differentiated.
- ☐ 142 Internal and external links are differentiated.
- ☐ 143 Internal links to restricted content are differentiated.
- ☐ 144 Links to external software have an explicit label.
- ☐ 145 Phone numbers can be enabled using the appropriate protocol.
- ☐ 146 The user is warned before new windows are opened.
- ☐ 147 The format of downloadable files is displayed.
- ☐ 148 The size of downloadable files is displayed.
- ☐ 149 The language of downloadable files is mentioned when it is different to the original page.
- ☐ 150 Internal names for downloadable files make it possible to identify their content and origin.
- ☐ 151 The creation of inbound links is neither prohibited nor restricted.
- ☐ 152 All internal links are valid.

## 9. Navigation

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- ☐ 153 If the content or service is not reserved for a specific audience, access to the content is immediate.
- ☐ 154 Navigating does not cause pop-ups to open.
- ☐ 155 It is possible to go back to the homepage from any page.
- ☐ 156 Each page displays information indicating its location in the tree structure.
- ☐ 157 Active menu items are indicated.
- ☐ 158 Navigation blocks of the same nature are in the same place on every page.
- ☐ 159 Navigation icons are provided with explicit text legends.
- ☐ 160 Mechanisms for closing windows are visually attached to their content.
- ☐ 161 Mechanisms for closing windows are immediately available.
- ☐ 162 New windows that are specially sized and modal windows are all equipped with explicit close buttons.
- ☐ 163 Mechanisms for closing windows are shown in the same location on every page.
- ☐ 164 Each page provides skip links at the beginning of its source code.
- ☐ 165 Keyboard focus has not been removed or masked.
- ☐ 166 Keyboard navigation allows users to interact with all content and services.
- ☐ 167 Keyboard navigation is set up in a predictable order.
- ☐ 168 An internal search engine is provided.
- ☐ 169 Each search result page can be reached by means of a web address.
- ☐ 170 It is possible to relaunch a search from its results page.
- ☐ 171 The website map can be reached from every page.
- ☐ 172 The time limits imposed on an action or access are indicated.

## 10. Newsletter

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- ☐ 173 Subscribing to newsletters is subject to a confirmation process.
- ☐ 174 An unsubscribe link is provided in each newsletter.
- ☐ 175 Unsubscribing from within the newsletter does not require email confirmation.
- ☐ 176 It is possible to unsubscribe from newsletters from the website.
- ☐ 177 The latest edition of the newsletter is available online.
- ☐ 178 Newsletter archives are available online.
- ☐ 179 The newsletters' frequency can be found before subscribing.

## 11. Presentation

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- ☐ 180 The graphic charter is consistent across all pages.
- ☐ 181 Information is not conveyed by color alone.
- ☐ 182 Content is presented with sufficient contrast to its background.
- ☐ 183 The content and meaning of each page are not altered when styles are disabled.
- ☐ 184 Content is not only designated by its shape or its position on the screen.
- ☐ 185 Content that should be reproduced by screen readers is not hidden from them.
- ☐ 186 The size of the clickable elements is sufficient.
- ☐ 187 Texts that can be formatted via styles are not replaced by images.
- ☐ 188 Content managed by styles has an appropriate alternative.
- ☐ 189 Typographic symbols have an appropriate alternative.
- ☐ 190 A generic font family is listed as the last alternative in font family lists.
- ☐ 191 Styles do not justify the text.
- ☐ 192 Words are capitalized for decorative purposes by means of styles.
- ☐ 193 The zoom features are not blocked.
- ☐ 194 There is at least one mechanism dedicated to adaptation to mobile devices.
- ☐ 195 Styles dedicated to printing are offered.
- ☐ 196 The content of each page can be printed without navigation blocks.

## 12. Security

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- ☐ 197 All pages use the HTTPS protocol.
- ☐ 198 Security certificates are signed and currently valid
- ☐ 199 Pages using HTTPS have a strict transport header.
- ☐ 200 Pages using the HTTPS protocol do not offer HTTP resources.
- ☐ 201 Password-related operations can be carried out completely online.
- ☐ 202 Passwords can be chosen and changed by the user
- ☐ 203 A mechanism raises the user's awareness regarding their password's level of security
- ☐ 204 Passwords can be reset.
- ☐ 205 Passwords are not communicated in plain text.
- ☐ 206 The headers sent by the server disable automatic detection of each resource's MIME type.
- ☐ 207 The server indicates each resource's MIME type.
- ☐ 208 Information relative to transaction security are provided
- ☐ 209 The server does not list files in folders that do not have index files
- ☐ 210 The server sends activation information for protection against cross-site scripting.
- ☐ 211 The server sends information that indicates which domains are allowed to embed its pages in frames
- ☐ 212 A security mechanism restricts the origin of content.
- ☐ 213 The server doesn't communicate information on the software and languages.
- ☐ 214 Integrity control of third party resources is present and valid.
- ☐ 215 Secure operations can be validated by at least two means.
- ☐ 216 The browser address bar display is not blocked.
- ☐ 217 The email domain is authenticated.



## 13. Server and performances

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- ☐ 218 The address of the website and of its subdomains works with and without a www prefix
- ☐ 219 The website's root contains instructions for web crawlers.
- ☐ 220 The website provides a sitemap file listing the content to be crawled.
- ☐ 221 The server does not force redirects from the desktop version to the mobile version.
- ☐ 222 The server sends a 404 HTTP error code for resources not found
- ☐ 223 The server sends a personalized 404 Not found error page
- ☐ 224 The server sends a personalized 403 "Forbidden" error page.
- ☐ 225 The main navigation menu is displayed on personalized error pages.
- ☐ 226 The server compresses contents if the client accepts compressed contents
- ☐ 227 The server sends information to enable the caching of contents
- ☐ 228 Headers sent by the server contain information pertaining to the character set used
- ☐ 229 Internal style sheets are minified
- ☐ 230 Internal scripts are minified

## 14. Structure and code

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- ☐ 231 The date of publication or update of the contents is made available in a programmatic form.
- ☐ 232 Each page's source code contains metadata that define the character set used.
- ☐ 233 The character encoding is UTF-8.
- ☐ 234 Each page's content is organized according to a hierarchical structure of headings and sub-headings.
- ☐ 235 Elements that are visually displayed as lists are tagged in an appropriate way in the source code.
- ☐ 236 Each HTML ID is only used once per page.
- ☐ 237 Copying of content is not blocked.
- ☐ 238 Access to the context menu is not blocked.
- ☐ 239 No automatic redirection or auto-refresh is imposed on the client side.
- ☐ 240 The text of internal PDF documents can be selected.
- ☐ 241 Internal PDF documents are given a structure based on headings.
- ☐ 242 Cells in data tables are linked to their headers
- ☐ 243 Captions for data tables are provided
- ☐ 244 Linearizing tables used for layout does not impede the understanding of contents
- ☐ 245 Data tables are not simulated

## Credits and thanks

We would like to extend our warmest thanks to all Opquast contributors who participated in the five successive calls for comments (2004, 2010, 2015, 2020, and 2025) that made it possible to compile this list..

**We hope you find these rules useful.  
Please share with your colleagues and  
friends.**

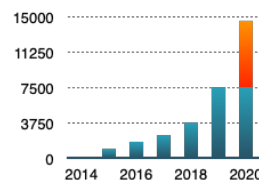
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## The benchmark certification for digital professionals



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CPD certification  
service



More than 20,000  
certified and  
growing fast



Certified by Afnor in  
training, qualiopi



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or enrich your training courses.

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