

Table 1

Health Literacy Online (HLO) Checklist

Domain	Criteria
1. Write actionable content	a. Identify user motivations and goals.
	b. Put the most important information first.
	c. Describe the health behavior—just the basics.
	d. Stay positive. Include the benefits of taking action.
	e. Provide specific action steps.
	f. Write in plain language.
	g. Check content for accuracy.
2. Display content clearly on page	a. Limit paragraph size. Use bullets and short lists.
	b. Use meaningful headings.
	c. Use readable font that's at least 16 pixels.
	d. Use white space and avoid clutter.
	e. Keep the most important content above the fold—even on mobile.
	f. Use links effectively.
	g. Use color or underline to identify links.
	h. Use images that help people learn.
	i. Use appropriate contrast.
	j. Make web content printer friendly.
	k. Make your site accessible to people with disabilities.
	l. Make websites responsive.
	m. Design mobile content to meet users' needs.
3. Organize content and simplify navigation	a. Create a simple and engaging home page.
	b. Label and organize content with your users in mind.
	c. Create linear information paths.
	d. Give buttons meaningful labels.
	e. Make clickable elements recognizable.
	f. Make sure browser "back" button works.
	g. Provide easy access to home and menu pages.
	h. Give users options to browse.
	i. Include a simple search function.
	j. Display search results clearly.
4. Engage users	a. Share information through multimedia.
	b. Design intuitive interactive graphics and tools.
	c. Provide tailored information.
	d. Create user-friendly forms and quizzes.
	e. Consider social media sharing options.

Source: US Department of Health and Human Services, Office of Disease Prevention and Health Promotion. "Health Literacy Online: A Guide to Simplifying the User Experience." 2nd ed. 2015. Available at <http://health.gov/healthliteracyonline/>.