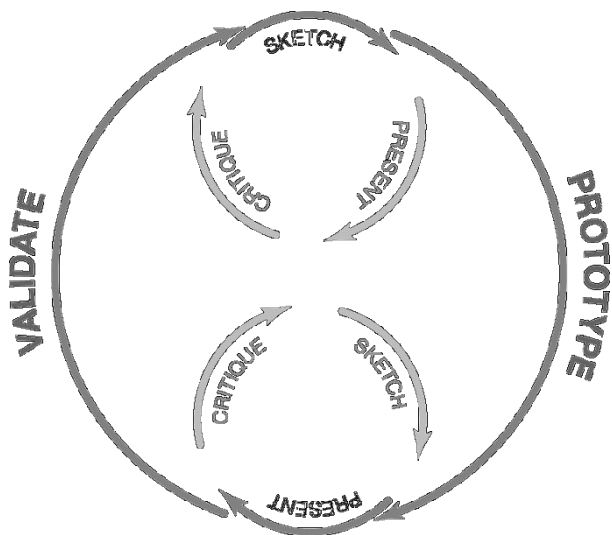


# Why Conduct Usability Testing - Website Usability Testing guide

## Why Conduct Usability Testing

While website usability testing is conducted for many reasons, primarily, it ensures that people can use your site. If they can't, they will find solutions elsewhere.



### Usability testing can also help determine:

- The length of time a to complete a task compared with established benchmarks
- User satisfaction
- If users can navigate your website
- Potential problems with website functionalit
- Deciding if a design works
- If your website is accomplishing your organization's goals.

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