Web Design Best Practices Checklist



Background Information

- [ ] URL:
- [ ] Target Audience:
- [ ] Purpose

Page Layout

- [ ] Appealing to target audience
- [ ] Consistent site header/logo
- [ ] Consistent navigation area
- [ ] Informative page title that includes tie company/organization/site name
- [ ] Page footer area includes copyright, last update, contact e-mail address
- [ ] God use of basic design principles: repetition, contrast, proximity, and alignment
- [ ] Displays without horizontal scrolling at 1024 x 768 and higher resolutions
- [ ] Balance of text/graphics/white space on page
- [ ] Good contrast between text and background
- [ ] Header and nav occupy less than 1/4 to ½ of the browser at 1024x768 resolution
- [ ] Home page has compelling, interesting information above fold at 1024x768
- [ ] Home page downloads within tan seconds on dial-up connection

- [ ] Viewport meta tag is used to enhance display on smartphones
- [ ] Media queries configure responsive page layout for smartphone and tablet display

Browser Compatibility

- [ ] Displays on popular/current versions of Internet Explorer
- [ ] Displays on current versions of Firefox
- [ ] Displays on current versions of Google Chrome
- [ ] Displays on current versions of Opera
- [ ] Displays on current verso-s of Safari (both Mac and Windows)
- [ ] Displays on popular mobile devices (Including tablets and smartphones)
- [ ] Main navigation links are clearly and consistently labeled
- [ ] Navigation is easy to use for target audience
- [ ] If man navigation uses images, clear text are in the footer section of the page
- [ ] If man navigation uses Flash , clear text inks are in the footer section of the page
- [ ] Navigation is structured in an unordered list
- [ ] Navigation aids, such as site map, skip navigation link , or breadcrumbs are used
- [ ] All navigation hyperlinks 'Work" — are not broken

Color and Graphics

- [ ] Color scheme is limited to a maximum of three or four colors plus neutrals
- [ ] Color is used consistently
- [ ] Text color has sufficient contrast With background color
- [ ] Color is not used alone to convey meaning
- [ ] Use of color and graphics enhances rather than distracts from the site
- [ ] Graphics are optimized and do not Significantly slow download
- [ ] Each graphic used serves a dear purpose
- [ ] Image tags use tie alt attribute to configure an alternate text description
- [ ] Animated images do not distract from the site and do not endlessly repeat

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