

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 the company/organization/site name
- ☐ Page footer area includes copyright, last update, contact e-mail address
- ☐ Good 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 1/2 of the browser at 1024x768 resolution
- ☐ Home page has compelling, interesting information above fold at 1024x768
- ☐ Home page downloads within ten 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 versions 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 main navigation uses images, clear text are in the footer section of the page
- ☐ If main navigation uses Flash, clear text links 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 clear purpose
- ☐ Image tags use 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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