Website Design + First Impressions Review

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|  | Keep the the domain and URL of the site short, simple and related to the company / product the website is serving. |
|  | Make sure response and loading time is less than 3 seconds. |
|  | The look and feel of your website must project professionalism. |
|  | Your tagline should make your company mission clear. |
|  | Your homepage should pass the 5-second test. |
|  | Your website should use awesome imagery. |
|  | Make sure text is very easily readable. |
|  | Font size: Use 16 pixels at least for body copy. |
|  | Color contrast: Black or gray on white (or light) backgrounds is the ideal combination for readability. |
|  | Use spacious line height. |
|  | Use images and graphics to break up large chunks of text. |
|  | Keep your sentence structure short and simple. |
|  | Immediately give them a Unique Value Proposition. |
|  | Create a good Call To Action. |
|  | Keep your users wanting to know more |
|  | Make sure the  About You page is easily reachable |
|  | Make sure your Contact page is easily reachable |

Website Navigation Review Checklist

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|  | Make sure your website is easy to use |
|  | The Navigation menu should be simple and near the top of the page |
|  | Use Breadcrumbs may help guide the users |
|  | Don’t go deeper than 3 levels of navigation |
|  | Keep navigation functionality simple. |
|  | Check that logo is linked to home page |
|  | Use internal links to complement content |
|  | Use external links to complement content |
|  | Make sure you have no broken links |
|  | Make sure you have a good website search function |

Quality Content Checklist / SEO

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|  | Create in-depth, insightful and mostly unique content. |
|  | Be helpful – it is the crux of awesome content |
|  | Look at problems from a fresh perspective. |
|  | Provide value. |
|  | Write content for your visitors not for search engines |
|  | Refresh your content often. |
|  | Headings and sub-headings are clear and descriptive. |
|  | Post titles and page HTML page titles are descriptive. |
|  | Make sure you have a Title or <Title> in the HTML of your page. |
|  | Description or <meta name=”description”> |
|  | Keyword rich URL of the page |

Website Conversion Review Checklist

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|  | Define one or multiple Calls-to-Action |
|  | Design the CTAs such they stand out from the rest of the content |
|  | Remember to offer value to your visitors with the CTA, especially if you are trying to get an email address. |
|  | Tailor the CTA to the current content. |
|  | Make sure the CTA is clickable |
|  | Use a strong command verb to start your CTA. |
|  | Create a sense of urgency |
|  | Make it personal by using YOU / YOUR etc. |
|  | Perform A/B testing on which CTAs are working best |