Require least amount of steps sensible to achieve a goal (Rogers. (2011). Interaction design : beyond human-computer interaction (Sharp & J. C. Preece, Eds.; Third edition.). Wiley.)

For parts of the website with multiple choices, most common options should be shown first

Use as few irrelevant images as possible in order to not detract from the purpose of the website

Images should have descriptions for users who utilise screen readers

Cascading information format - headings and subheadings etc

Avoid columns – if needed then consider how a screen reader would read it

Use minimal colours and when using colour combinations refer to WCAG standards

Ensure all content is accessible by keyboard/voice commands alone

Aim to follow wcag 2.x or A plus

[How to Meet WCAG (Quickref Reference) (w3.org)](https://www.w3.org/WAI/WCAG21/quickref/)