

Web Design Best Practices Checklist

Background Information

URL:

Target Audience:

Purpose:

Page Layout

1. Appealing to target audience
2. Consistent site header/logo
3. Consistent navigation area
4. Informative page title that includes the company/organization/site name
5. Page footer area includes copyright, last update, contact e-mail address
6. Good use of basic design principles: repetition, contrast, proximity, and alignment
7. Displays without horizontal scrolling at 1024×768 and higher resolutions
8. Balance of text/graphics/white space on page
9. Good contrast between text and background
10. Header and nav occupy less than ¼ to ⅓ of the browser at 1024×768 resolution
11. Home page has compelling, interesting information above the fold at 1024×768
12. Home page downloads within ten seconds on dial-up connection
13. Viewport meta tag is used to enhance display on smartphones
14. Media queries configure responsive page layout for smartphone and tablet display
15. Notes:

Browser Compatibility

1. Displays on popular/current versions of Internet Explorer
2. Displays on current versions of Firefox
3. Displays on current versions of Google Chrome
4. Displays on current versions of Opera
5. Displays on current versions of Safari
6. Displays on popular mobile devices (including tablets and smartphones)
7. Notes:

Navigation

1. Main navigation links are clearly and consistently labeled
2. Navigation is easy to use for target audience
3. If main navigation uses images or Flash, the footer has plain text links
4. Main navigation does not use Flash
5. Navigation is structured in an unordered list
6. Navigation aids, such as site map, skip navigation link, or breadcrumbs are used
7. All navigation hyperlinks "work" — are not broken
8. Notes:

Color and Graphics

1. Color scheme is limited to a maximum of three or four colors plus neutrals
2. Color is used consistently
3. Text color has [sufficient contrast](#) with background color
4. Color is not used alone to convey meaning
5. Use of color and graphics enhances rather than distracts from the site
6. Graphics are optimized and do not significantly slow download
7. Each graphic used serves a clear purpose
8. Image tags use the alt attribute to configure an alternate text description
9. Animated images do not distract from the site and do not endlessly repeat
10. Notes:

Multimedia

1. Each audio/video/Flash file used serves a clear purpose
2. The audio/video/Flash files used enhance rather than distract from the site
3. Captions are provided for each audio or video file used
4. Download times for audio or video files are indicated
5. Links to downloads for media plug-ins are provided
6. Notes:

Functionality

1. All internal hyperlinks work
2. All external hyperlinks work
3. All forms function as expected
4. No JavaScript errors are generated
5. Notes:

Content Presentation

1. Common fonts such as Arial or Times New Roman are used
2. No more than one web font is used
3. Demonstrates techniques of writing for the Web: headings, list, brief paragraphs
4. Fonts, font sizes, and font colors are consistently used
5. Content provides meaningful, useful information
6. Content is organized in a consistent manner
7. Information is easy to find (minimal clicks)
8. Timeliness: The date of the last revision and/or copyright date is accurate
9. Content does not include outdated material
10. Content is free of typographical and grammatical errors
11. Content provides links to other useful sites
12. Avoids the use of "Click here" when writing text for hyperlinks
13. Hyperlinks use a consistent set of colors to indicate visited/nonvisited status
14. If graphics are used to convey meaning, the alternate text equivalent is provided
15. If media is used to convey meaning, the alternate text equivalent is provided
16. Notes:

Accessibility

1. If main navigation uses images, text links are in the footer section of the page
2. If main navigation uses Flash, text links are in the footer section of the page
3. Navigation is structured in an unordered list
4. Navigation aids, such as site map, skip navigation link, or breadcrumbs are used
5. Color is not used alone to convey meaning
6. Text color has [sufficient contrast](#) with background color
7. Image elements use the alt attribute to configure an alternate text description
8. If graphics are used to convey meaning, the alternate text equivalent is provided
9. If media is used to convey meaning, the alternate text equivalent is provided
10. Captions are provided for each audio or video file used
11. Use attributes designed to improve accessibility such as title when appropriate
12. Use the id and headers attributes to improve the accessibility of table data
13. Configure iframe with frame title and fallback content
14. The html element's lang attribute indicates the spoken language of the page
15. The role attribute indicates [ARIA landmark roles](#)
16. Notes:

Summary