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. ❑ Balance of text/graphics/white space on page
8. ❑ Good contrast between text and background
9. ❑ Home page downloads within 10 seconds on a mobile device
10. ❑ Viewport meta tag is used to enhance display on smartphones
11. ❑ Responsive page layout is configued for smartphone and tablet display

Browser Compatibility

1. ❑ Displays on popular/current versions of Microsoft Edge
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 (both Mac and Windows)
6. ❑ Displays on popular/current versions of Internet Explorer
7. ❑ Displays on popular mobile devices (including tablets and smartphones)

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, clear text links are in the footer section of the page
4. ❏ If main navigation uses media, clear text links are in the footer section of the page
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

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. ❏ Img element tags use the alt attribute to configure an alternate text description

Multimedia

1. ❏ Each audio/video file used serves a clear purpose
2. ❏ Any animation used enhances rather than distracts
3. ❏ Captions are provided for each audio or video file used
4. ❏ If needed, links to downloads for media plug-ins are provided

Content Presentation

1. ❏ Common fonts such as Arial or Times New Roman are used
2. ❏ No more than one web font is used
3. ❏ Techniques of writing for the Web are used: headings, bullet points, 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

Functionality

1. ❏ All internal hyperlinks work
2. ❏ All external hyperlinks work

Accessibility

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

Web Development & Design Foundations, 10th Edition