

Good web design checklist

Adapted from The Non-Designers Web Book

Text

- ☐ Background does not interfere with the readability of the text
- ☐ Text is big enough to read, but not too big
- ☐ The hierarchy of information is perfectly clear
- ☐ Columns of text are much narrower than in a book to make reading easier on the screen (no larger than 600 pixels wide, preferably less)
- ☐ Incorporate lots of white space for easy scanning and do not crowd text up against hard edges
- ☐ Avoid centered type and all-caps, especially in body copy. Limit use of strong and emphasis to maintain their effectiveness.
- ☐ Spell check, spell check, spell check (and review your grammar)!

Navigation

- ☐ Navigation buttons and bars are easy to understand, with a consistent button size and label size
- ☐ Navigation is repeated on every page in the same place (links never disappear for the page you are on)
- ☐ Graphic buttons have html text for screen readers and site indexers

Links

- ☐ Link colors coordinate with page colors
- ☐ Links are instantly clear to the visitor
- ☐ Use contextual links of no more than a few words (avoid “click here”)
- ☐ The links give the visitor a clue as to where they are, what page they are currently on

Graphics

- ☐ Buttons are not big and dorky
- ☐ Every graphic has an alt label
- ☐ Images are high quality (good composition and exposure), optimized into the proper format and at normal viewing size have no visible anti-aliasing, dithering, banding, or jpg artifacts
- ☐ Backgrounds are seamless and don't interfere with text
- ☐ Animated graphics turn off by themselves and are used only necessary

General Design

- ☐ Pages download quickly
- ☐ No horizontal scrolling at target audience's typical screen sizes
- ☐ Site is appropriate for the target audience, appearing totally professional
- ☐ Each page has a single visual focus
- ☐ Good use of graphic elements (photos, subheads, pull quotes) to break up large areas of text
- ☐ Every web page in the site looks like it belongs to the same site; there are repetitive elements that carry throughout the pages (Important!!!)
- ☐ Avoid placing on your page: anything that blinks; rainbow rules or other accents; under construction notices, signs, or animations; animated gifs (especially for email); Microsoft Office clip art.