

Table 5.1 Web design best practices checklist Note: Web Design Best Practices Checklist is copyrighted by Terry Ann Morris, Ed.D. (<http://terrymorris.net/bestpractices>). Used by permission.

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. Repetitive information (header/logo and navigation) occupies less than one-quarter to one-third of the browser window at 1024×768 resolution
- ☐ 11. Home page has compelling, interesting information above the fold (before scrolling down) at 1024×768 resolution
- ☐ 12. Home page downloads within 10 seconds on dial-up connection
- ☐ 13. Viewport meta tag is used to enhance display on smartphones (see Chapter 7)
- ☐ 14. Media queries configure responsive page layout for smartphone and tablet display (see Chapter 7)

Browser Compatibility

- ☐ 1. Displays on 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 Safari (both Mac and Windows)
- ☐ 5. Displays on current versions of Opera
- ☐ 6. Displays on 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 Flash, 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 to content link, and/or breadcrumbs) are used
- ☐ 7. All navigation hyperlinks work

Color and Graphics

- ☐ 1. Color scheme is limited to a maximum of three or four colors plus neutrals
- ☐ 2. Color is used consistently
- ☐ 3. Background and text colors have sufficient contrast
- ☐ 4. Color is not used alone to convey meaning
- ☐ 5. Use of color and graphics enhances rather than detracts from the site
- ☐ 6. Graphics are optimized and do not slow download significantly
- ☐ 7. Each graphic used serves a clear purpose
- ☐ 8. Image tags use the alt attribute to configure alternate text replacement
- ☐ 9. Animated images do not distract from the site and do not endlessly repeat

Table 5.1 (Continued)

Multimedia (see Chapter 11)

- ☐ 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 or transcripts are provided for each audio or video file used
- ☐ 4. The file size is indicated for audio or video file downloads
- ☐ 5. Hyperlinks to downloads for media plug-ins are provided

Content Presentation

- ☐ 1. Common fonts such as Arial, Verdana, Georgia, or Times New Roman are used
- ☐ 2. Writing techniques for the Web are used: headings, bullet points, brief paragraphs, and so on
- ☐ 3. Fonts, font sizes, and font colors are consistently used
- ☐ 4. If web fonts are configured, no more than one font typeface is 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. Avoids the use of "Click here" when writing text for hyperlinks
- ☐ 12. Hyperlinks use a consistent set of colors to indicate visited/nonvisited status
- ☐ 13. Alternate text equivalent to content is provided for graphics and media

Functionality

- ☐ 1. All internal hyperlinks work
- ☐ 2. All external hyperlinks work
- ☐ 3. All forms (see Chapter 9) function as expected
- ☐ 4. No JavaScript (see Chapters 11 and 14) errors are generated by the pages

Accessibility

- ☐ 1. When the main navigation consists of images and/or multimedia, the page footer area contains text hyperlinks
- ☐ 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. Image element use the alt attribute to configure alternate text replacement
- ☐ 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 or transcripts are provided for each audio or video file used
- ☐ 10. Attributes designed to improve accessibility, such as alt and title, are used where appropriate
- ☐ 11. Use the id and headers attributes to improve the accessibility of table data (see Chapter 8)
- ☐ 12. If the site uses frames, frame titles are configured and meaningful content is placed in the no-frames area
- ☐ 13. To assist screen readers, the spoken language of the page is indicated with the HTML element's lang attribute
- ☐ 14. The role attribute indicates ARIA landmark roles (see Chapter 10)