**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

**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 (both Mac and Windows)
6. ❏   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 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 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](http://snook.ca/technical/colour_contrast/colour.html) 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

**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

**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
3. ❏   All forms function as expected
4. ❏   No JavaScript errors are generated

**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](http://snook.ca/technical/colour_contrast/colour.html) 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 frames with frame titles and place meaningful content in the noframes area
14. ❏   The html element's lang attribute indicates the spoken language of the page
15. ❏   The role attribute indicates [ARIA landmark roles](http://blog.paciellogroup.com/2013/02/using-wai-aria-landmarks-2013/)