

# 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 configured 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
9. ☐ Animated images do not distract from the site and do not endlessly repeat

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

### **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