

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