DESIGN

Good design ensures that web content is presented in the best way possible across different devices and user setups. This can often mean a lot more work, but it’s definitely worth it.

* VALIDATE HTML MARKUP
  + To avoid incompatibilities, use tools like W3C’s Markup Validation Service to check all pages of your site adhere to web standards.
* VALIDATE CSS
  + What goes for HTML is also valid for your styles, and you can use this tool for it.
* PREVIEW SITE IN MAJOR BROWSERS
  + To spot cross-browser compatibility problems, view your site in Firefox, Chrome, Safari, Internet Explorer/Microsoft Edge, and any legacy browser your client wants to support. Look especially at images and videos. An alternative is using a service like Browsershots.
* CHECK RESPONSIVE DESIGN
  + Mobile is bringing in a lot of traffic these days and having a site that looks good on mobile devices is a must. To ensure an optimal user experience, test your design on different gadgets (both phones and tablets) and platforms (Android, iOS) and/or use something like MobileTest.me.
* USE GOOGLE’S MOBILE TESTING TOOL
  + In addition to manual testing, Google also offers a mobile testing tool with lots of helpful feedback. Just input your URL and it will run a full analysis of your site.
* OPTIMIZE IMAGES
  + Reducing image size as much as possible (without compromising quality, of course) will improve page load time and thereby user experience and SEO. TinyPNG and RIOT can do this for you.
* ADD A FAVICON
  + Probably one of the most frequently forgotten parts of website design, a favicon appears in browser tabs and makes you look extra professional. Thankfully Favicomatic will easily create one for you.
* LINK HEADER LOGO BACK TO HOMEPAGE
  + First of all, make sure your company logo is present in the header. Secondly, check that it links back to the starting page (of your actual site, not the development site) so users can return there quickly.
* SET UP A PRINT STYLESHEET
  + For users who want to get your content down onto paper (because it’s just that good!), you can make the task much easier with a print stylesheet. The WordPress Codex can tell you how to create one.