

Comprehensive Web Design Checklist

Global Navigation

- Simple
- Clear
- Consistent
- Visible

Link Options

- Internal links open in the same tab
- External links open in a new window
- Visited links change color
- All links work

Search Bar

- Placed in top right or left
- Sized appropriately
- Put on every page

Content

- Clear and Concise
- Short Sentences
- Not too much information
- It loads fast
- Avoid capitalizing all letters
- Avoid industry specs and jargon

Images

- Relevant
- High Quality
- Avoid stock photos of people

Video

- The audio is off, and has the option to turn it on
- Keep it short

Scrolling

- Engages the visitor
 - Good intro
 - Good images

Page structure

- Make it predictable
- Use a layout grid

Visual Representation

- Make it easy on the eyes
- Prioritize important elements

Buttons

- Clickable buttons in a different color
- They're labeled for what they do
- Consistent design for all of them

Call to action

- The size is appropriate
- The color should be noticed
- Add a little whitespace around it

Web Forms

- Ask only what is required
- The order is logical
- Related fields are grouped together

Mobile Design

- Single Column Layout
- Images are sized appropriately
- Properly sized touch buttons
- More interactivity