

Web Site Design Checklist

		<u>Layout</u>
Y	N	Is the layout consistent?
Y	N	Are there less than three fonts?
Y	N	Is there a limited number of colors?
Y	N	What is the width of the web site?
Y	N	Is horizontal or vertical scrolling necessary?
Y	N	Is design appropriate for business?
Y	N	Will it appeal to target audience?
Y	N	Is contact information visible?
		<u>Graphics</u>
Y	N	Are the graphics/pictures of high quality?
Y	N	Are there any jagged edges?
Y	N	Do the pictures tell a story?
Y	N	Do they have alt tags that are appropriate?
		<u>Text</u>
Y	N	Is all the text visible and readable?
Y	N	Are there any distracting backgrounds?
Y	N	Is there enough contrast between text and background?
		<u>Navigation</u>
Y	N	Is navigation intuitive?
Y	N	Is it always in the same place?
Y	N	Is it consistent?
Y	N	Is there a home button?
Y	N	Are there any dead end pages?
		<u>Meta Tags</u>
Y	N	Are there meta tags for keywords and description?
Y	N	Are the keywords appropriate?
Y	N	Are the keywords repeated in the description and body text?
Y	N	Is the description written concisely?
Y	N	Is there a title for the web site?
		<u>Content</u>
Y	N	Is the content appropriate for the site?
Y	N	Is it grammar and spell checked?
Y	N	Is it written in short sentences to allow for scanning by the eye?
Y	N	Are there appropriate paragraph breaks?
Y	N	Are there headings to indicate new topics?
		<u>Functionality</u>
Y	N	Is the site readable using multiple browsers and on other types of computers?
Y	N	Are all interactive components (i.e., scripts, forms, etc) working correctly?
Y	N	If plug-ins are needed (i.e., Flash, Acrobat, etc) are they identified?
Y	N	Are downloadable files identified with file name, type, and size?
Y	N	Load time reasonable (< 20 seconds)