23-Point Website Checklist

Part of our normal web maintenance is to review our client's websites for the adherence to some basic design and functionality principles:

Accessibility

1. Your website's page load time is reasonable – you will need to empty your cache and reload your site to see how long it takes to load
2. Adequate text-to-background contrast – this is a minimum ADA requirement
3. Font size and spacing is easy to read – this is a minimum ADA requirement
4. Images have appropriate ALT tags – tagged for visually impaired visitors
5. Your website can be navigated without the use of a mouse

Identity

6. Company logo is prominently placed
7. Tagline makes company's purpose clear
8. Home page is quickly digestible and funnels traffic to internal pages
9. There is a clear path to contact information or purchase link
10. Social media channel links are at top or bottom of home page

Navigation

11. Navigation labels are clear and concise
12. The number of buttons and links is reasonable
13. Company logo when clicked takes viewer to the home page
14. Links are consistent color and easy to identify
15. Site search is easy to access
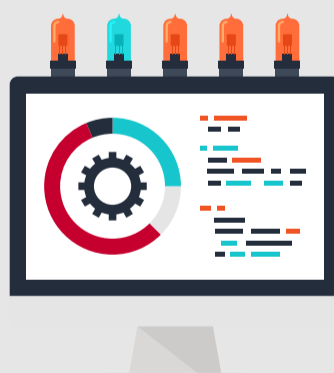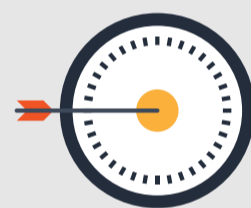
Content

16. Major headings are clear, relevant and descriptive
17. Styles and colors are consistent with your brand
18. Emphasis (bold, italics, etc.) is used sparingly
19. Ads and pop-ups are unobtrusive
20. Main copy is concise, relevant and explanatory
21. URLs are meaningful and user-friendly
22. HTML page titles are explanatory
23. There is a sitemap showing all pages of the site

Our Monthly Website Management Services Include:

- Full website reviews on multiple browsers and devices
- Web updates including plugins, content, links, images, navigation, functionality & more
- Fixing of broken links, images, buttons and anything else that keeps your website from working properly
- Search Engine Optimization (SEO) and maintenance

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