

WEBSITE DESIGN CHECKLIST



2023

Thank you for downloading this short report and congratulations for taking a step forward in understanding how good web design and website architecture can help your business succeeding online. I am Adrian and as I've been building or developing websites since 2007, one of the most important things I learned through all these years is that you only have a couple of seconds to make your visitors stay on your website. The checklist below has you covered.

User experience

Fast website loading speed:

- ☐ Use good website host
- ☐ Optimise images
- ☐ Reduce number of plugins
- ☐ Enable browser caching
- ☐ Enable compression (gzip)
- ☐ Minify resources

Simple website design:

- ☐ Reduce number of elements on a page
- ☐ Use CSS instead of images where possible
- ☐ Combine multiple stylesheets in one
- ☐ Reduce number of scripts
- ☐ Put scripts at the bottom of the page
- ☐ Fix any broken link/error messages:
- ☐ Links visually stand-out

User friendly design:

- ☐ Make sure that your visual design is consistent
- ☐ Create an intuitive and user-friendly interface
- ☐ Ensure that your website is accessible to all users, including those with disabilities
- ☐ Ensure that your visual design reflects your brand identity
- ☐ Guide users through your website with ease
- ☐ Visually appealing design
- ☐ Mobile friendly
- ☐ Responsive design
- ☐ Add a favicon

No interruptions:

- ☐ No auto play of video / audio
- ☐ Reduce number of ads
- ☐ Use pop-ups wisely
- ☐ Don't use intrusive pop-ups on mobile
- ☐ Make sure you are not interrupting your visitors before they reach their goal

Should include:

- ☐ Logo
- ☐ Links to homepage
- ☐ Navigation
- ☐ Headline
- ☐ Call to action
- ☐ Introduction
- ☐ List of features / benefits
- ☐ Subscription form

Website pages

Should answer these questions:

- ☐ Who are you?
- ☐ What you do?
- ☐ For whom?
- ☐ What is it in for them?
- ☐ How to get support?

Navigation:

- ☐ Make sure your navigation is easy to use and understand
- ☐ Ensure that all pages can be accessed within three clicks

Purpose and call-to-Action (CTA):

- ☐ Clearly define the purpose of your website
- ☐ Ensure that your design reflects this purpose
- ☐ Include clear and prominent CTAs throughout your website to encourage users to take action

Content

Content quality:

- ☐ Correct grammar and spelling
- ☐ Grab attention from the start
- ☐ Deliver what you promised in your title
- ☐ Solve problems of your target audience
- ☐ Avoid jargon

- ☐ Show your personality
- ☐ Ensure that your content is high-quality, engaging, and relevant

Well-formatted content:

- ☐ Headings
- ☐ Short paragraphs
- ☐ Text highlights (bold, italic, etc.)
- ☐ Lists / bullet points
- ☐ Visually prominent quotes

Content presentation:

- ☐ Everything is easy to read
- ☐ Unobtrusive background
- ☐ Appropriate font types and sizes
- ☐ High contrast between font and background
- ☐ Support your claims with evidence

Social proof:

- ☐ Testimonials
- ☐ Client logos
- ☐ Certifications
- ☐ Awards
- ☐ Statistics

Footer:

- ☐ Copyright
- ☐ Contact
- ☐ Postal address / link to a map
- ☐ Phone number(s)

- ☐ Privacy policy
- ☐ Terms of use
- ☐ GDPR compliance
- ☐ Cookie acceptance

Hopefully this checklist is going to help you in understanding and fulfilling your website needs.

In addition, every good website should take into consideration other important aspects such as:

- ☐ Search engine optimisation
- ☐ Organic search
- ☐ Paid traffic
- ☐ On site optimisation
- ☐ Off-site optimisation
- ☐ Link building
- ☐ Local SEO
- ☐ Social marketing
- ☐ GDPR compliance
- ☐ And more...

Want more? Then feel free to click the button below and get the modern SEO blueprint report – “The New Guide to SEO Unleashed” for FREE.

GET THE FREE GUIDE TO SEO