**Web Design Best Practices Checklist**

**Background Information**

* URL:
* Target Audience:
* Purpose:

**Page Layout**

1. ❏    Appealing to target audience… Yes
2. ❏    Consistent site header/logo… Yes
3. ❏    Consistent navigation area… Yes
4. ❏    Informative page title that includes the company/organization/site name…Yes
5. ❏    Page footer area includes copyright, last update, contact e-mail address… Needs contact and last update
6. ❏    Good use of basic design principles: repetition, contrast, proximity, and alignment…Yes
7. ❏    Displays without horizontal scrolling at 1024×768 and higher resolutions…Yes
8. ❏    Balance of text/graphics/white space on page…Yes
9. ❏    Good contrast between text and background…Yes
10. ❏    Header and nav occupy less than ¼ to ⅓ of the browser at 1024×768 resolution…Yes
11. ❏    Home page has compelling, interesting information above the fold at 1024×768…Yes
12. ❏    Home page downloads within ten seconds on dial-up connection…Yes
13. ❏    Viewport meta tag is used to enhance display on smartphones //
14. ❏    Media queries configure responsive page layout for smartphone and // tablet display

**Browser Compatibility**

1. ❏   Displays on popular/current versions of Internet Explorer…Yes
2. ❏   Displays on popular/current versions of Microsoft Edge…Yes
3. ❏   Displays on current versions of Firefox…Yes
4. ❏   Displays on current versions of Google Chrome…Yes
5. ❏   Displays on current versions of Opera…?
6. ❏   Displays on current versions of Safari (both Mac and Windows)…?
7. ❏   Displays on popular mobile devices (including tablets and smartphones)…?

**Navigation**

1. ❏   Main navigation links are clearly and consistently labeled…Yes
2. ❏   Navigation is easy to use for target audience…Yes
3. ❏   If main navigation uses images, clear text links are in the footer section of the page //
4. ❏   If main navigation uses Flash, clear text links are in the footer section of the page //
5. ❏   Navigation is structured in an unordered list…Yes
6. ❏   Navigation aids, such as site map, skip navigation link, or breadcrumbs are used… No
7. ❏   All navigation hyperlinks “work” — are not broken…Yes

**Color and Graphics**

1. ❏   Color scheme is limited to a maximum of three or four colors plus neutrals…Yes
2. ❏   Color is used consistently…Yes
3. ❏   Text color has [sufficient contrast](http://snook.ca/technical/colour_contrast/colour.html) with background color…Yes
4. ❏   Color is not used alone to convey meaning…Yes
5. ❏   Use of color and graphics enhances rather than distracts from the site…Yes
6. ❏   Graphics are optimized and do not significantly slow download…Yes
7. ❏   Each graphic used serves a clear purpose…Yes
8. ❏   Image tags use the alt attribute to configure an alternate text description…Yes
9. ❏   Animated images do not distract from the site and do not endlessly repeat…N/A

**Multimedia**

1. ❏   Each audio/video/Flash file used serves a clear purpose… N/A
2. ❏   The audio/video/Flash files used enhance rather than distract from the site… N/A
3. ❏   Captions are provided for each audio or video file used…N/A
4. ❏   Download times for audio or video files are indicated…N/A
5. ❏   Links to downloads for media plug-ins are provided…N/A

**Content Presentation**

1. ❏   Common fonts such as Arial or Times New Roman are used…Yes
2. ❏   No more than one web font is used…Yes
3. ❏   Techniques of writing for the Web are used: headings, bullet points, brief paragraphs... Large blocks of text could be broken up more.
4. ❏   Fonts, font sizes, and font colors are consistently used…Yes
5. ❏   Content provides meaningful, useful information…Yes
6. ❏   Content is organized in a consistent manner…Yes
7. ❏   Information is easy to find (minimal clicks)…Yes
8. ❏   Timeliness: The date of the last revision and/or copyright date is accurate N/A
9. ❏   Content does not include outdated material…Yes
10. ❏   Content is free of typographical and grammatical errors…Yes
11. ❏   Content provides links to other useful sites…N/A
12. ❏   Avoids the use of “Click here” when writing text for hyperlinks…N/A
13. ❏   Hyperlinks use a consistent set of colors to indicate visited/nonvisited status
14. ❏   If graphics are used to convey meaning, the alternate text equivalent is provided…Yes
15. ❏   If media is used to convey meaning, the alternate text equivalent is provided…N/A

**Functionality**

1. ❏   All internal hyperlinks work…Yes
2. ❏   All external hyperlinks work…Yes
3. ❏   All forms function as expected…Yes
4. ❏   No JavaScript errors are generated…N/A

**Accessibility**

1. ❏   If main navigation uses images, text links are in the footer section of the page…NA
2. ❏   If main navigation uses Flash, text links are in the footer section of the page…N/A
3. ❏   Navigation is structured in an unordered list…Yes
4. ❏   Navigation aids, such as site map, skip navigation link, or breadcrumbs are used… Needs implementation
5. ❏   Color is not used alone to convey meaning…Yes
6. ❏   Text color has [sufficient contrast](http://snook.ca/technical/colour_contrast/colour.html) with background color…Yes
7. ❏   Image elements use the alt attribute to configure an alternate text description…Yes
8. ❏   If graphics are used to convey meaning, the alternate text equivalent is provided…Yes
9. ❏   If media is used to convey meaning, the alternate text equivalent is provided…Yes
10. ❏   Captions are provided for each audio or video file used…N/A
11. ❏   Use attributes designed to improve accessibility such as title when appropriate…Yes
12. ❏   Use the id and headers attributes to improve the accessibility of table data…Yes
13. ❏   Configure frames with frame titles and place meaningful content in the noframes area…N/A
14. ❏   The html element’s lang attribute indicates the spoken language of the page…N/A
15. ❏   The role attribute indicates [ARIA landmark roles](http://blog.paciellogroup.com/2013/02/using-wai-aria-landmarks-2013/)…N/A

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