

# CPSC 1030 – Web Design Best Practices Checklist

## Page Layout

1.  Appealing to target audience
2.  Consistent site header/logo
3.  Consistent navigation area
4.  Informative page title that includes the company/organization/site name
5.  Page footer area includes copyright, last update, contact e-mail address
6.  Good use of basic design principles: repetition, contrast, proximity, and alignment
7.  Displays without horizontal scrolling at 1024 × 768 and higher resolutions
8.  Balance of text/graphics/white space on page
9.  Home page has compelling, interesting information above the fold (before scrolling down) at 1024 × 768 resolution
10.  Good contrast between text and background
11.  Repetitive information (header/logo and navigation) occupies less than one-quarter to one-third of the browser window at 1024 × 768 resolution
12.  Home page downloads within 10 seconds on dial-up connection
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 current versions of Microsoft Edge
2.  Displays on current versions of Firefox
3.  Displays on current versions of Google Chrome
4.  Displays on current versions of Safari
5.  Displays on current versions of Internet Explorer
6.  Displays on mobile devices (including tablets and smartphones)

## Navigation

1.  Main navigation links are clearly and consistently labeled
2.  Navigation is easy to use for target audience
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
6.  Navigation aids (such as site map, skip to content link, and/or breadcrumbs) are used
7.  All navigation hyperlinks work

### **Color and Graphics**

1.  Color scheme is limited to a maximum of three or four colors plus neutrals
2.  Color is used consistently
3.  Background and text colors have sufficient contrast
4.  Color is not used alone to convey meaning
5.  Use of color and graphics enhances rather than detracts from the site
6.  Graphics are optimized and do not slow download significantly
7.  Each graphic used serves a clear purpose
8.  Image tags use the alt attribute to configure alternate text replacement
9.  Animated images do not distract from the site and do not endlessly repeat

### **Content Presentation**

1.  Common fonts such as Arial, Verdana, Georgia, or Times New Roman are used
2.  Writing techniques for the Web are used: headings, bullet points, brief paragraphs, and so on
3.  Fonts, font sizes, and font colors are consistently used
4.  If web fonts are configured, no more than one font typeface is used.
5.  Content provides meaningful, useful information
6.  Content is organized in a consistent manner
7.  Information is easy to find (minimal clicks)
8.  Timeliness: The date of the last revision and/or copyright date is accurate
9.  Content does not include outdated material
10.  Content is free of typographical and grammatical errors
11.  Avoids the use of "Click here" when writing text for hyperlinks
12.  Hyperlinks use a consistent set of colors to indicate visited/nonvisited status
13.  Alternate text equivalent to content is provided for graphics and media

### **Multimedia**

1.  Each audio/video/Flash file used serves a clear purpose

2.  The audio/video/Flash files used enhance rather than distract from the site
3.  Captions or transcripts are provided for each audio or video file used
4.  The file size is indicated for audio or video file downloads
5.  Hyperlinks to downloads for media plug-ins are provided

### Functionality

1.  All internal hyperlinks work
2.  All external hyperlinks work
3.  All forms function as expected
4.  No JavaScript errors are generated by the pages

### Accessibility

1.  When the main navigation consists of images and/or multimedia, the page footer area contains text hyperlinks
2.  Navigation is structured in an unordered list
3.  Navigation aids, such as site map, skip navigation link, or breadcrumbs are used
4.  Color is not used alone to convey meaning
5.  Text color has sufficient contrast with background color
6.  Image element use the alt attribute to configure alternate text replacement
7.  If graphics are used to convey meaning, the alternate text equivalent is provided
8.  If media is used to convey meaning, the alternate text equivalent is provided
9.  Captions or transcripts are provided for each audio or video file used
10.  Attributes designed to improve accessibility, such as alt and title, are used where appropriate
11.  Use the id and headers attributes to improve the accessibility of table data
12.  If the site uses frames, frame titles are configured and meaningful content is placed in the no-frames area
13.  To assist screen readers, the spoken language of the page is indicated with the HTML element's lang attribute