

Web Design Checklist

Visual logic consists of choosing elements for your web page that are consistent, clear, and user-friendly. Use this logic to be visually consistent on all of your pages. Consider the following layout and interface design issues when reviewing other web pages or starting your own page.

Priority One: Can't live without them	Site 1	Site 2	Site 3	Site 4
1. Use black text on a white background.				
2. Remember the three C's of the web: <i>content, customers, consistency.</i>				
3. Put a toolbar on every page.				
4. Decoration is not design.				
5. More whitespace makes a page more elegant and less energetic.				



Priority Two: Also vital...	Site 1	Site 2	Site 3	Site 4
1. Organize your content by creating a site map before you build your site.				
2. Include contextual feedback where possible.				
3. Underlining is only for hyperlinks.				
4. Avoid frames.				
5. Create a design that has multiple ways to navigate your site.				
6. Consider the density of your links and toolbars vs. the number of mouse clicks to reach a given page (try for a 2-click rule).				
7. Customers should not be surprised by what happens when they click the mouse.				
8. Register with search engines.				

Choose an overall design and stick to it.

Attention to detail matters in web design!

Priority Three: These items help...	Site 1	Site 2	Site 3	Site 4
1. Good formatting requires tables.				
2. Check your web site on alternate platforms.				
3. Capture the attention of new customers.				
4. Make your site friendly to repeat visitors.				
5. Consider making additional versions of your web pages people can print.				
6. Name the file of your homepage home.html, index.html, or default.html. The .htm extension is also acceptable.				
7. Use the ALT attribute with all images.				
8. Use web site statistics instead of counters.				
9. Check your web site from home via a modem connection.				



Priority Four: For a professional touch	Site 1	Site 2	Site 3	Site 4
1. Be sure to use multi-platform font names if you must specify non-default fonts.				
2. Make sure the text is large enough to read.				
3. Use color to draw attention to important items.				
4. Page length should be 4 to 5 screen lengths.				
5. Redirect dead pages instead of deleting them.				
6. Avoid cheap graphics.				
7. Avoid unnecessary animated GIFs.				
8. Avoid interlaced or progressive images.				
9. Avoid drop shadows on text.				
10. Avoid blinking text.				
11. Avoid under construction signs.				
12. Avoid splash screens or "zero content" site covers.				
13. Avoid parenthetical links. in paragraphs.				
14. Avoid browser endorsements.				
15. Avoid unnecessary JavaScript.				