

The Simple Website Checklist

When you're designing the website, consider the components below as they will determine the overall look. Words and content alone won't make a website work without these fundamental areas.

LOGO

Best practice is Top Left or Centered. Make sure it links back to the Home Page. Don't make them too complicated or hard to see/read.

MENU

Keep it less than 8 items (like Home, About, Services, Shop, Blog, and Contact) and don't overdo drop-downs.

HEADLINE

What do you offer, what can you solve, or what will they gain? You must hook them quickly.

SOCIAL MEDIA

There's no excuse not to have a FB, Twitter, Insta and a LinkedIn Account. Show off the Icons to increase followers.

CONTACT

Get a domain related email rather than just Gmail, and provide a contact number

HYPERLINKS

AKA Buttons to other Posts/Pages or a part of your site. A great way to show pages without adding to the menu.

CALL TO ACTON

Click a button to get a Lead Magnet/Freebie, an offer, subscribe, contact, become a member, or make a purchase. Multiple CTAs on a page should point to the same endpoint.



IMAGES

Compress and reduce the size to that which you need or your page will slow down on loading or affect performance.

TEXT

Keep text spaced without squeezing into small spaces. Text that is more than two lines should be Left Aligned.

COLOUR

Ensure colours with text/images have high contrast. Pick a colour palette that flows with the theme.