



Website Checklist for Graphic Designers

WEB DESIGN BEST PRACTICES

LOOK AND FEEL

Follow the wireframes

Wireframes show how interface elements and navigational systems will work together

Show the brand

Company logo and tagline should be clearly visible

Match the styleguide

Main features should reflect the company's personality

Keep it consistent

Visual elements should create a consistent atmosphere through all pages

Make it personal

The main theme should be appealing and relevant to target audience

Show distinction

Remarkable elements should show the company's point of difference

Have a clear purpose

A clear purpose should help get results (eg. Sell, brand awareness, more leads, etc)

Follow design principles

Keep in mind good use of repetition, contrast, proximity, alignment

LAYOUT

Screen Resolution

Optimal resolution is determined according to niche (eg. 960,1100px)

Mobile Friendly

Creating a responsive layout enhances viewing experience in mobile & tablet devices

Content Hierarchy

The use of grids creates content hierarchy (eg: 3, 4, 5 columns)

INTERFACE

First Impression

Home page should make a positive first impression

Main Features

Home page should show main features above the fold

Navigation

Main navigation should be clear, usable and well labeled

Calls to Action

Should be clear and prominent

Social Media Icons

Social Media icons should be clearly visible and branded with main theme

Links

Links and buttons should be easily recognisable and clickable

Breadcrumbs

Breadcrumbs, site map and navigation aids should be used when necessary

Contact Info

Contact details and important credentials should be clearly displayed

Search

Search bar should be available on every page if the website is large

Forms

Forms should be simple and ensure that only necessary questions are asked

Favicon

A favicon should appear in the address bar to help when bookmarking

COLOUR SCHEME

Uniformity

Scheme should tie into the company's brand with no more than 3 main colours

Contrast

Readability, visual impact and navigation are enhanced by a good use of contrast

Aa TYPOGRAPHY

Web Fonts

Use web fonts and Google Fonts

Use Styles

Consistent styles in headings, titles, bullets, links, etc. should be used through all pages

Readability

Good use of white space increases readability

Optimal Line Length

No more than 50-60 characters should be used per line to increase readability

IMAGES & MULTIMEDIA

Keep it Relevant

Images should be relevant, meaningful and reflect the company's personality

Wow Factor

Interactive features (eg. galleries, videos, chats) increase engagement

Simplify Ideas

Use of icons, graphics and diagrams should simplify or enhance main ideas

Optimise for Web

Images, videos, audio and animations should be optimised for the web



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EMAIL & SOCIAL MEDIA

EMAIL MARKETING

- Sign up Form
- Thank You Page
- Confirmation Email
- Welcome Email
- Newsletter Emails
- Follow-Up Emails
- Lead Nurturing Emails

MICROSITES & BLOG

- Match Website Look & Feel
- Backlinks to Website
- Web Design Best Practices
- Social Media Links
- Email Sign up Form

SOCIAL MEDIA

- #### FACEBOOK
- Profile Image
 - Cover Photo
 - Tab Thumbnail
 - Tab Image
 - Story Photo
 - Milestones Photo

- #### TWITTER
- Profile Image
 - Header Image
 - Background
 - Shared Image
 - Video Preview

- #### LINKEDIN
- Personal Profile Image
 - Company Logo
 - Company Cover Photo
 - Company Thumbnail
 - Careers Cover Photo

SOCIAL MEDIA

- #### GOOGLE+
- Profile Image
 - Cover Image
 - Shared Image

- #### YOUTUBE
- Profile Image
 - Cover Image

- #### INSTAGRAM
- Profile Image

- #### PINTEREST
- Profile Image
 - Board Big Thumbnail
 - Board Thumbnail

LANDING PAGES

- E-Books / Templates
- Landing Page
 - No Distractions
 - Provide Social Proof
 - Clear Call-to-action Button
 - Testimonials
 - Simple Form
 - Share Buttons
- Direct Download Page
- Promotional Email
- Thank You Email
- Lead Nurturing Emails

SPEAKING & EVENTS

- Keynote/ Powerpoint
- Resources Page
- Promotional Email
- Event Registration Page
- Thank you Page
- Twitter Feed Report
- Follow-Up Emails