

Web Site Review Checklist

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Look and Feel

- Does the design send a clear message about the company? (e.g., “We’re high-tech, cutting-edge, technology-oriented,” or “We’re conservative, solid, trustworthy,” or “We’re funky, whimsical, off-the-wall.”)
- Does the message sent by the design match the product?
- Does the design feel clean and balanced, or cluttered and confused?
- Is there a clear color palette?
- Does the design suddenly change on any of the sub-pages?
- Does the site load reasonably quickly?
- Avoid using tacky clip-art animations.
- Avoid over-used color palettes (e.g., red/white/blue)
- Avoid centering
- Avoid using more than two fonts
- Avoiding using serif and sans-serif fonts on the same page (unless you’re really good at it)
- Avoid having large areas of light text on a dark or black background
- Avoid large areas of italicized or cursive text
- Avoid over-large or all-caps text that SHOUTS at the viewer
- Avoid long pages where the viewer has to scroll through many screens
- Never make the viewer scroll horizontally

Navigation/Site Architecture

- Is there global navigation appearing near the top or left side of every page?
- Is there a hyperlink version of the global nav at the bottom of every page?
- Is the navigation simple and easy to understand and follow?
- Are there more than eight or nine nav buttons? (If so, consider switching to a drop-down menu.)
- As you navigate through the site, is it always clear where you are and how to get back home?
- Does each page have a title, and is it the same as the title in the navigation?
- Are there any broken or non-functioning links?
- If a link takes you off-site, can you get back by closing the new window or do you have to back-track through several pages using the browser’s back button?
- Are there multiple tiers of pages (i.e., pages with sub-pages which have further sub-pages)? If so, consider using a “breadcrumb” tracking system so the viewer can always retrace his steps.
- If it’s an e-commerce site, is the shopping cart simple, and easy to use?
- Does the viewer receive a message reassuring him that the site is secure?