8-Point Website Design Checklist

WEB8
DIGITAL GROWTH PARTNER

#1 Define Your Purpose and Audience

IBe clear on the website's goal (e.g., lead generation, e-commerce, portfolio) and identify your target audience. This ensures the design aligns with user needs and business objectives.

#2 Plan a Clear Layout and Navigation

Use intuitive menus and consistent navigation across all pages. Keep the layout uncluttered, ensuring users can easily find what they need.

#3 Ensure Mobile Responsiveness

Optimise for all devices. Test the site on various screen sizes to ensure content adapts seamlessly.

#4 Prioritise Fast Load Times

Compress images, use caching, and optimise code to improve performance. Aim for load times under 3 seconds.

#5 Use Strong Visuals and Branding

Maintain consistent colours, fonts, and imagery that reflect your brand identity. High-quality visuals are key to creating a professional look.
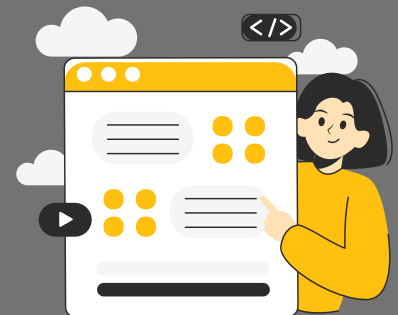
#6 Incorporate Effective Call-to-Actions (CTAs)

Place clear, actionable CTAs like "Contact Us," "Buy Now," or "Learn More" throughout the site to guide users towards your goals.

#7 Focus on Accessibility and User Experience (UX)

Design for everyone, including those with disabilities. Use alt text for images, keyboard navigation, and high-contrast text for readability.

#8 Test and Monitor Performance

Before launch, test functionality, links, and forms. After launch, monitor analytics to track visitor behaviour and identify areas for improvement.