the modern

Web Design

checklist

Making Your Site Friendly

- [ ] Is your website responsive? (Does the layout change based on screen size)

- [ ] [Does your website pass Google's mobile friendly test](#)?

- [ ] Does your logo appear with the same size and location on all of your pages?

- [ ] Is your logo smaller than 250px by 100px? (Recommended is approximately 168px by 54px)

- [ ] Is your navigation in the same location on every site page? (Not including landing pages)

- [ ] Does your navigation show which page you are currently on? (Could be a highlight, underline, breadcrumbs, etc.)

- [ ] Does your website have a consistent footer across all pages?

- [ ] Are you using the same fonts on every page?

- [ ] Have you limited your design to no more than 2 font families? (You can have one for headers and one for body copy if you want)

- [ ] If you are using a different font for your headers, does it tie back to your brand?

- [ ] Are you using headers to break-up content sections?

- [ ] Do your headers make your page easy to scan?

- [ ] Is your body copy easy to read? (Your font-size should be at least 14px, 16px would be recommended)

- [ ] Are you using Google-fonts to increase readability? (We recommend Raleway, Lato, or Open Sans)

- [ ] Do your sub-pages have a consistent layout?

- [ ] Does your website have a defined style? (Grid, Minimal, Flat, Illustration, etc.)

- [ ] Is your navigation less than 3 levels deep?

- [ ] Does your website include a search box? (Could be in the navigation or in your blog, but it makes it easier for visitors to find what they are looking for)

- [ ] Is your top level of navigation simple? (Recommended number of links at the top level is 5-7)

Using Images

☐ Is your website stock photo free? (Images from unsplash.com, stocksnap.io, etc. are fine)

☐ Are all of your images compressed, or web optimized, to decrease page load times? (A good tool to use for this is Compressor.io)

☐ Are you using relevant images on each page, or where applicable?

☐ Do your images tell a story about the page or your brand?

☐ Do you have an image style guide?

Bells & Whistles (Not Necessary)

☐ Are all of the scripts used for your features in the footer to decrease page load times? (**Please note:** Some of your scripts can't be moved to your footer as they may break your site, don't move them unless you comfortable)

☐ Are all your videos click to play?

☐ If you have a video background, does it represent your brand well? Does it tell a story? Is it more effective than a featured image?

☐ Does your content fade-in on scroll?

☐ Do images or graphic move on scroll?

☐ Are you using any other scroll effects?

☐ Did you avoid using flash animation? (Most mobile devices aren't flash friendly)

Crafting Content

- [ ] Are links in your content easy to identify and click? (Links should either be a different color, underlined, or both)

- [ ] Do people know what I do, or what the page is about, within 5 seconds?

- [ ] Do they know what the next step is? (Use call to actions to make the next step clear if you have doubts)

- [ ] Do you explain why they should do business with you instead of the competition?

- [ ] Is your content focused around the visitor and not yourself?

- [ ] Is your content boring? (It shouldn't be)

- [ ] Does your content provide value to visitors by answering their questions?

- [ ] Have you created content that is used to educate visitors?

- [ ] Is your content written for people and not search engines?

- [ ] Is your content unique to your website?

Search Engine Optimization

- [ ] Did you place your primary keywords in your headline and sub-headline?

- [ ] Did you include your keywords multiple times in your body copy? (At least 3 times, but no more than 7)

- [ ] Are you using keywords as the alt tag on your images?

- [ ] Is the primary keyword you want to rank for included in the page URL?

- [ ] Do your pages include at least 300 words? (Not necessary for the home page, but site pages and blog posts should)

- [ ] Are you using 301 redirects for your 404 errors? (You check this in Webmaster Tools)

Modgility

Site pages looking good? Time to move on to Landing Pages

Combining landing page best practices with web design that serves a purpose, and isn't just for show is the start to conversion.

Visual design shouldn't be about making things look pretty, it should be about a ruthless and consistent obedience of fundamental design principles, that when used correctly allow you to design in a more thoughtful and considered manner.

Landing pages that convert follow methodology and then some.

However, no matter how much time you put into the first version of a landing page, you still need to test it.

That's why we made a complete checklist to help guide you through the conversion process!

Check out our 52-point Landing page checklist to convert visitors to leads