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# An Introduction To Web Design

**Whether you are starting a blog or starting a business, there are multiple items that need to be taken into consideration if you want to have a successful website or produce quality blogging material. There are the many steps of locking in a domain name, finding a reliable host with great support features and the obvious part of choosing what to begin blogging about! It is very important to take into consideration the many following items before launching!**



# Chapter 1: Plan

Creating and maintaining a successful blog or website is hard work if you want your postings to be recognized. If you want your website and postings to get recognized, you have to get creative, be unique and stay consistent. If you have only broad ideas for your proposed content, try brainstorming and narrowing down your subject matter to ensure that you stay on topic and get the most out of your blog or website.



## Chapter 2: Design

When you feel that you are fully ready, choose a content management system (CMS) that best suits your needs. There are multiple different content management platforms that could be used when building a website. There are CMS platforms like WordPress, Wix and Blogger that mainly use templates that are fairly easy to use once getting used to. There are also programs like Adobe Dreamweaver, where more expert designers and developers can code more unique websites manually.



Once you find the CMS that best suits you and your needs, begin building your website. Take your time in doing so to avoid making careless mistakes as this could be costly when trying to gather and maintain an audience. Building a website is only one piece of the puzzle. Once your web presence is established, take the time to take full control of what is rightfully yours and fill it with useful information for your followers to enjoy reading and continue reading!

## GENERAL TIPS

1. Choose a reliable webhost.
2. Blog about something you're passionate about.
3. Determine your niche and focus on it.
4. Select a good CMS. I recommend Wordpress.
5. Be consistent. Schedule your blog posts.
6. Find inspiration to stay motivated.
7. Take time to explore. Learn something new.
8. Include: "About Page", "Contact Info", "Privacy Policy".
9. Backup your blog regularly.



## OPTIMIZE YOUR LAYOUT

10. Avoid flash.
11. Add a search box.
12. Use clear navigation.
13. Use responsive design.
14. Pick the right color combination.
15. Create a custom 404 page.
16. Use breadcrumbs and pagination wisely.
17. Select a theme that fits your brand.
18. Display most popular posts.
19. Display related posts.
20. Use "Browsershot" for cross-browser compatibility check.
21. Use "Disqus" or "Commentluv" as your comment system.
22. Add sitemap to your site.
23. Validate your site.



## POLISH YOUR CONTENT

24. Craft killer headlines. Add 1 keyword to your post title <h1>.
25. Keep your paragraphs short.
26. Use sub-headings (H2, H3, H4).
27. Use lists to make your post scannable.
28. Use Copyscape to review duplicate content.
29. Use visual displays on your content. Don't be boriingg.
30. Add 3-4 relevant tags.



# Chapter 3: Development

Once you lock down a solid motive for drafting up some blogging and website material, then comes the hard part of being interesting for not only your current followers and future readers of your blogging materials, but also you want to grab the attention of the almighty search engines that each of us use daily. Gaining the attention of search engines is a great tool and almost essential for online brand awareness.

## *Sounds Easy, Right?*



May seem like an easy concept, but in reality being interesting and creating constant, unique content that appeals to your fellow followers and search engines can be quite challenging.

Many steps should be taken before creating and publishing any written material!

## BE INTERESTING

32. Write original, relevant and useful content.
33. Avoid Jargons. Provide examples.
34. Provide useful infographics.
35. Offer freebies.
36. Offer some interaction: surveys, polls, contest.
37. Use CTA (Call To Action) words.
38. Proofread. Use spellchecker.
39. Review the quality of your content. Ask yourself:  
"Does it make sense? Does it add value to my readers?"



## IMPLEMENT SEO

40. Check broken links.
41. Use ALT tags on images.
42. Claim your Google authorship.
43. Add 2-3 keywords in your blog posts.
44. Include internal links in each content.
45. Use canonical URLs properly.
46. Shorten your post URL, but keep it descriptive.
47. Use Google Analytics to track your performance.
48. Set your preferred domain. It's either www or non www.
49. Count links in each page. Should be less than 100. Use Submit Express.
50. Speed up your site. Use Google PageSpeed Tools to review your site.
51. Use unique meta tags in each page. Max. characters - Title: 65 Desc:156



**WRITE.**

**REVISE.**

**WRITE.**

**REVISE.**

**AND THEN...**

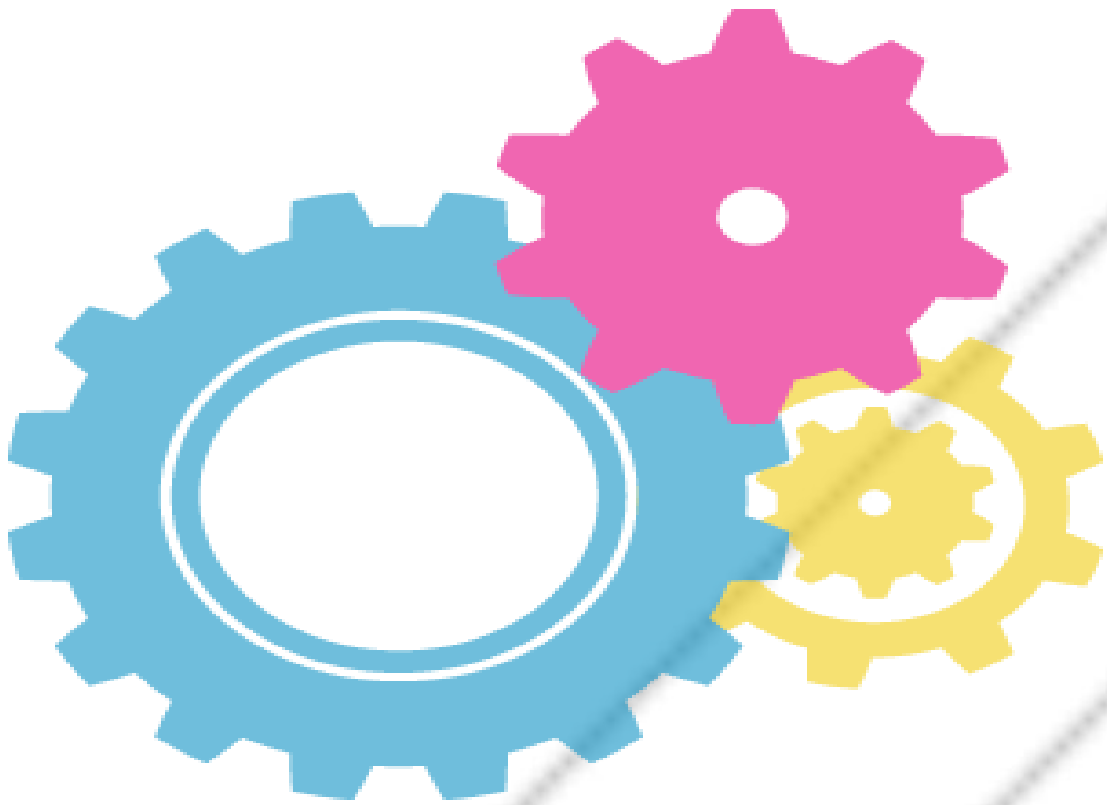
**WRITE MORE!**

**REVISE MORE!**

**Take into account your audience. If you want to continue to please them, keep up on your posts and other materials for viewing. Also, catch their...**

**IMMEDIATE ATTENTION!**





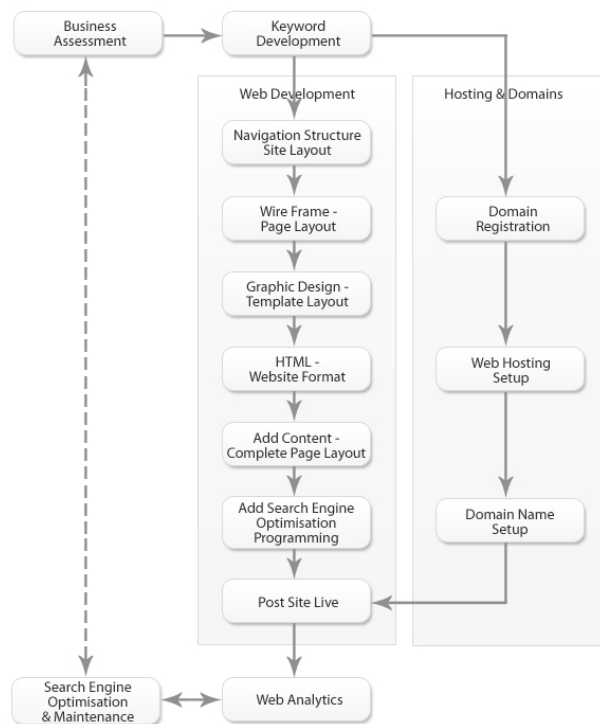
**You also want to catch the attention of search engines in order to have your materials found online for others to view and pass along! Do this by paying attention to keywords, changing trends and also make sure to frequently check any broken links for any changes that you could have made when crafting up some catchy URLs. Implement SEO, optimize your online pages and be aware of the constant online changes! The online world can change in a mere second, so being alert is key!**

**Also, visual aids can be a very helpful tool when trying to express rather complicated subjects. If you have ever presented an online presentation before, think of your website or blog as a published and public online presentation, where everyone can see what you post.**

**Although this process can be frustrating and time consuming, it is well worth it when it comes to reaching your targeted audience! Once you reach your targeted audience, the opportunities are endless. Growing your online presence takes a long time, so patience is definitely key in this line of business. With a growing world of online users daily, it can be hard to stay consistent sometimes!**

# Chapter 4: Launch & Growth

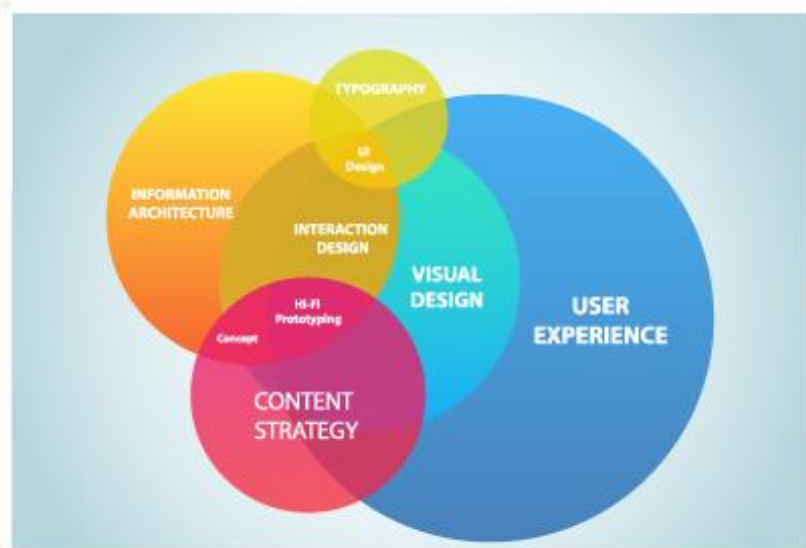
Just think, you made it this far, right? We have discussed the wonders of website and blog creation, as well as the importance of optimizing your website to gain the attraction of search engines for listing and searching; So, now what?



It is now time to get social and share your website or blog and express yourself, your brand.

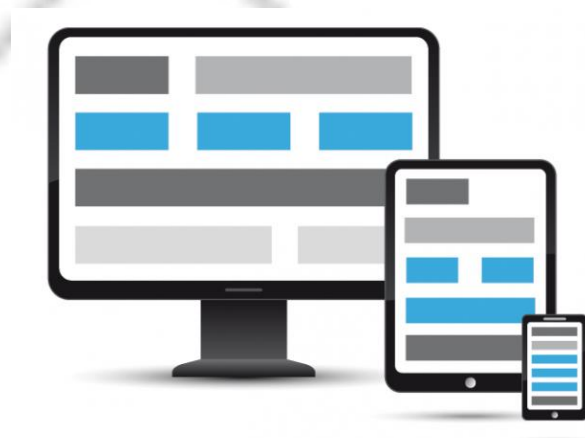
There are multiple social media outputs that are useful and not all of them are necessary for you to communicate your message to others.

## ***Choose Social Media Channels That Best Suit Your Niche!***



## ***Choose Social Media Channels Based On What You Represent!***

**Simply choose the social media platforms that are the most useful to you when promoting and showcasing your website or blog. Using social media platforms such as Facebook, Twitter and Pinterest can communicate your message more clearly than simply just stating it on your website or blog. When using social media networks, use visuals and plenty of them! Bright, eye-catching visual aids are essential if you want to spread your message to a larger audience! Visual aids are very useful and essential for catching your audience, as well as for the almighty search engines! The goal of social media is to gather a wide range of audience, also commonly known as followers. You also want to get them engaged in the subject. Providing engagement for your viewers makes your materials more interesting, thus making them more likely to be shared with others and spread throughout cyberspace!**



## GET SOCIAL!



52. Include "social sharing buttons" on each blog post.
53. Include a "PINterest" button to your images.
54. Use social bookmarking sites: digg, stumbleupon, del.icio.us.
55. Integrate your social media profiles to your site.
56. Use media management tools: Hootsuite or Buffer.
57. Include a newsletter form to your site. Use Aweber.
58. Allow readers to subscribe to your blog. Use FeedBurner.
59. Promote content across social networks. Use #hashtags when applicable.

## GROW CONNECTIONS

60. Respond to your readers.
61. Guest blog to gain more traffic & backlinks.
62. Participate in a conversation on Twitter. Use #blogchat.
63. Take time to read your favorite blogs and interact.
64. Join active groups on social media that are related to your site.
65. Create Gravatar account to display your photo beside your comments.
66. Share useful and relevant posts from other blogs. People will love you for that!



**Engaging people on social media will lead to more people experiencing your brand. It may seem like a simple process, but it can and is a time consuming one. It takes time to build and grow your audience. Start small and don't get too overwhelmed at first. Spend plenty of time building your website and then optimizing it to fit your niche and then work on your social media to grow your connections. Once you grow your connections, focus on growing more. The opportunities to share your voice and your brand online are endless.**

# Chapter 5: Mobile Design

Another item that has seen extreme growth within recent years is that of responsive mobile design. Along with responsive mobile design comes that of mobile applications or 'mobile apps' for short.

Mobile apps are seen and heard about everywhere it seems. It is a constant growing trend that is just as important to get involved in as having a responsive website.

If digital marketing is recognized as having engaging content for your viewers, then developing mobile apps for your business is one of the best and most innovative ways today in doing just that.

Mobile apps directly engage followers and are a great way to provide them with all kinds of information about your business, as well as get them engaged by playing games or taking engaging surveys and questionnaires.

# THE BEST APP CREATION TOOLS

DIY YOUR APP BABY!



## • Cabana

The visual way to make gorgeous custom mobile apps.  
[www.cabanaapp.com](http://www.cabanaapp.com)



## • Mobile Roadie

Full CMS, no coding app builder for iOS and Android.  
[www.mobileroadie.com](http://www.mobileroadie.com)



## • Appafolio

100% native apps, content caching for offline viewing and more.  
[www.appafolio.com](http://www.appafolio.com)



## • AppMaker

Point and click solution for building rich content based apps.  
[www.appmaker.com](http://www.appmaker.com)



## • RareWire

Offer true cross platform native Apps built in our WIRE XML.  
[www.rarewire.com](http://www.rarewire.com)



## • GameSalad Creator

Create, test and publish your own game. Drag and drop.  
[www.gamesalad.com](http://www.gamesalad.com)



## • Bizness Apps

Mobile apps for businesses made easy.  
[www.biznessapps.com](http://www.biznessapps.com)



## • WebMobi

Create a mobile web app in minutes. Many features.  
[www.webmobi.com](http://www.webmobi.com)



## • SwebApps

An easy way to build your app in minutes.  
[www.swebapps.com](http://www.swebapps.com)



## • TapLynx

Create an app from your website in minutes.  
[www.taplynx.com](http://www.taplynx.com)



## • AppBreeder

The online iPhone app builder.  
[www.appbreeder.com](http://www.appbreeder.com)



## • App Press

Build iOS apps without coding.  
[www.myapppress.com](http://www.myapppress.com)



## • Dapp

The app design app.  
[www.dapp.kerofrog.com.au](http://www.dapp.kerofrog.com.au)



## • Seattle Clouds

Start creating your native iPhone app right away.  
[www.seattleclouds.com](http://www.seattleclouds.com)

Infographic created by [www.ASCProfessional.com](http://www.ASCProfessional.com)

There are multiple app creation tools available out there.

Some of these tools are free to use while others require quite a bit of an investment. It really all depends on how much flexibility you want in regards to your apps.

The free tools are going to be the ones that have the most limitations. Try them out though and see if they work for you and if they do, great! If they don't work for you, then consider investing into some more complex and flexible application development software.

# Chapter 6: Web Design Toolbox

**Web design and development is a complex task for any small business. Establishing an online presence takes plenty of time. It is also known that time is what people don't have today. To help save time, we have gathered up a collection of different helpful visual aids to assist in the web design and development processes. Check them out on the following next few pages! They each provide very useful tools and other materials to enhance your online presence!**





# How To Start A Web Project!

## HOW TO START A WEB DESIGN PROJECT

### A BEGINNER'S GUIDE

Congratulations on landing your first web design project! By now you've probably figured out that creating a website that's both visually appealing and pleasing to your client is no easy task. Here's everything you need to know to get started.

#### CLIENT COLLABORATION

**DETERMINE THE PROJECT'S:**

- Objectives
- Purpose
- Target audience
- Content and feature requirements

**FINALIZE A FORMAL AGREEMENT ON:**

- Budget
- Scope
- Timeline
- Ownership and rights

**DON'T FORGET** to get this in writing!

GATHER ALL NECESSARY MATERIALS FROM THE CLIENT AND/OR THIRD PARTIES

#### RESEARCH, INSPIRATION, AND PLANNING

CREATE USER PERSONAS TO DISCOVER TARGET USERS' WANTS AND NEEDS

**COMPLETE AND ORGANIZE YOUR DESIGN INSPIRATION**  
Tip: Inspiration can come from any medium, time, or place, not just other websites.

**CONSTRUCT A SITE MAP**  
Tip: Create a flowchart of the navigation structure and user experience.

#### DESIGN

**Step 1: Mock up the layout and intended functionality with a wireframe, which should include:**

- Use of logos and other brand assets
- Headers and subheaders
- Contact information
- Search field
- Content
- Social sharing buttons
- Footer
- Global and local navigation systems

**Step 2: Present your mock-up to the client for an approval cycle, which consists of:**

- Review and client feedback
- Tweaking
- Approval

TIP: The best time to make major changes is prior to coding.

**Step 3: Place your visual elements using a design software program**

#### SET YOURSELF UP FOR SUCCESS

- Select replace elements that are legible at various resolutions
- Dark color schemes get 35% more traffic than light color schemes
- Keep your interface intuitive and free of clutter

#### DEVELOPMENT

More than **49%** of all page views are on sites coded in HTML5, as of April 2013

**Implementation options include:**

- Application framework (e.g. RUBY ON RAILS)
- CMS (Content Management System) (e.g. WORDPRESS)

**Add features and functionality such as:**

- Shopping cart
- Live chat
- Contact form

#### TESTING AND LAUNCH

- Run diagnostic tests to check for bugs, broken links, spelling errors, etc.
- Ensure your website is compatible with multiple browsers
- If your website is running and polished, you're ready to hand it off to the client!

# 30 Must Have Tools For Web Developers!

**A DEVELOPER'S TOOLBOX IS NEVER LOCKED**

In the early days of the internet, web developers still used a hardy arsenal of tools and editors. Today, however, websters are far more complex, so that even the most seasoned veteran must have a much deeper arsenal of web development software to get the job done.

While there's no doubt we've collected some of the best available, let the many tools developers use when building, installing and debugging their code be pointers for those in the trenches. Here we list top tools for our most web developers.

30 Must Have Tools For Web Developers

General

Project Management

Text Editors

Local Development & Virtualization

Version Control

FTP Clients

Integrated Development Environments (IDE)

Frameworks & Boilerplates

Hosting

Tools included in the infographic:

- General: Framer, Dropbox, Google Drive
- Project Management: Basecamp, Trello, Asana
- Text Editors: TextMate, Sublime Text 2, Notepad++
- Local Development & Virtualization: VMWare Fusion, Parallels, VMware Workstation, Oracle VM VirtualBox
- Version Control: Git, Mercurial, Subversion
- FTP Clients: Cyberduck, SFTP, ForkLift
- Integrated Development Environments (IDE): Eclipse, NetBeans, Cloud9
- Frameworks & Boilerplates: Bootstrap, Foundation 5, Skeleton, Izr
- Hosting: Amazon Web Services, DreamHost, Rackspace Hosting, HostGator, (mt)

# Web Design Trends For 2015!



# 30 Ways To Promote Your Blog Posts!

## 30 Ways to Promote Your Blog Posts

You spent hours researching, writing, finding graphics and uploading your blog posts, but your work isn't done yet. To get the most out of each blog post, you need to promote it as much as you can.

Below are thirty ways you can promote each blog post, most of which are free. Print out this handy graphic and check off each item as you do it. With a little work and planning, you'll get the most leverage out of each post.

## Blog Success Tips

- Don't pretend to be someone you're not. Write in your own voice and be authentic. There's only one YOU!
- If you want to gain readers, be consistent with your blogging efforts, even if that means you blog less frequently. Pick a frequency - daily, weekly, monthly, etc. - and stick with it.
- Have visually appealing photos with each blog post. Make them relevant and original. Don't steal other people's photos.
- Building a following takes time. The adage "if you build it, they will come" is incorrect. Instead, think "if you market it, they will come".

## Social Media

Sharing each post on social media should be your first avenue for promotion.

- 1. Add it on your personal or business pages, groups or through ads.
- 2. Schedule it on Twitter 2-5 times per day for the next 30 days (change the title).
- 3. Create a board specifically for all your blog posts and pin each post to it.
- 4. Share on your LinkedIn profile, in groups you belong to and through ads.
- 5. Share with your circles, and publicly on Google+ for added SEO benefits.

## Bookmarking Sites

Bookmarking sites have millions of users. Add them to your strategy.

- 6. Create an account at StumbleUpon.com and start stumbling your posts.
- 7. Submit each post to Digg.com to share with others and help them discover.
- 8. One of the most popular bookmark sites, Reddit.com is a must.
- 9. Help others discover your posts when you submit to Delicious.com.
- 10. The top search engine for blogs, Technorati.com is a must.

## DON'T FORGET TO OPTIMIZE EACH BLOG POST FOR SPECIFIC KEYWORDS

## Your Contacts

They signed up for your newsletter or RSS feed because they want to hear from you.

- 11. Add your latest blog post in your email newsletters.
- 12. Share your blog post with people in groups or forums you belong to.
- 13. Add your latest blog posts to your email signature using Wisestamp.com.
- 14. Send an email to your list with your latest blog post and ask them for feedback.
- 15. An RSS feed automatically pushes your posts to those who sign up.

## Other Blogs

Leverage other bloggers' networks to gain more exposure.

- 16. Comment on relevant blogs and include a link to your blog post.
- 17. Submit it as a guest post to other relevant blogs (with a bit of self-promotion).
- 18. Ask influential bloggers to link to your relevant blog posts.
- 19. Submit it as a reprint to other relevant blogs.
- 20. Join a blogging community and exchange links with other bloggers.

## IT'S NOT ABOUT BLOGGING MORE, IT'S ABOUT PROMOTING MORE

## Syndication

Syndication allows you to spread your content across many networks.

Here are ten sites that make syndication your blog posts super easy:

- 21. IFTTT.com - allows you to syndicate to over 50 different sites.
- 22. BlogCatalog.com - helps you connect with other bloggers to share ideas and posts.
- 23. DemandStudios.com - distributes your blog posts to publishers like USA Today.com, Salon.com and eHow.com.
- 24. Amazon.com - submit your blog to <https://kindlepublishing.amazon.com/gp/vendor> and get paid when Kindle owners read it.
- 25. NetworkedBlogs.com - Get found and get more traffic when you submit your blog. Also links to Facebook.
- 26. Alltop.com - syndicates content in every category, from autos and food to business and sports.
- 27. Scribina.com - the source for reader reviews of the web's bloggers and columnists.
- 28. Syndic8.com - syndicates blogs that cover a wide variety of topics; one of the most popular syndication services.
- 29. EvanCarmichael.com - If you provide business-related content, this site is a must.
- 30. Outbrain.com - Syndicates your blog posts to sites like CNN.com and FastCompany.com.

You don't have to sign up with all these sites - pick 2-3 that are the best fit for your industry and focus on those. Having the same content appear on too many sites can actually hurt your search engine rankings.

# 10 Step Checklist To Build & Market A Successful App!

## 10-STEP CHECKLIST TO BUILD & MARKET A SUCCESSFUL APP

1

### APP'S USP, PLATFORM & MONETIZATION STRATEGY

Decide on:

- A catchy name
- Revenue model (Free/Freemium/Paid)

2

### COMPETITIVE ANALYSIS

Content quality ✓ ✗

Ease of use ✓ ✗

Navigational controls ✓ ✗

Pricing ✗ ✓

3

### WEBSITE SETUP

Available soon on

Get ready with a website to present your app to the world, provide information about it, or make it sell more. It should showcase your app in the best way possible.

4

### BUILDING IT RIGHT

- Understanding app store policies & agreements
- User-friendly design
- Checking for device compatibility (for Android apps)
- Social media integration

Call-to-Action buttons to rate the app, offer feedback etc.

5

### APP USER TESTING

- Pretty pleasing controls
- Good
- UI needs to be improved

Release the Beta version to selected users

Implement user feedback into the app

6

### APP STORE OPTIMIZATION

Keep an eye on the app's overall size

7

### MARKETING CREATIVES

- Videos
- Teaser trailers
- Images
- Infographics

8

### SOCIAL MEDIA ACTIVITIES

- Creating social media channels and updating them with videos, teaser trailers and other content featuring your app
- Building networks with target customers

9

### PRESS KIT

- Press releases
- Graphics – app icon and screenshots
- Company profile
- Links to your app's website and social media assets

10

### MARKETING BUDGET

Allocate funds to cover:

- Online PR activities
- Mobile advertising
- Offline marketing
- Blogger outreach

Conceptualized & Designed by:

**dci** DOT COM INFOWAY

www.dotcominfoway.com

# Understanding Logo Formats!

## UNDERSTANDING LOGO FILE FORMATS

RASTER: DOT MATRIX DATA STRUCTURE(PIXELS)

VECTOR: PATHS AND STROKES EASILY RE-SIZED

### .JPG

JOINT PHOTOGRAPHIC EXPERTS GROUP



Typically used for high quality photography and low res online use. Will lose quality if scaled over its pixel width. Does not support transparency. Not recommended for print use.

### .EPS

ENCAPSULATED POSTSCRIPT FILE



Used for logos and illustrations as a vector. Can be scaled to any size without losing any quality. Supports transparency and is perfect for large format printing.

### .PNG

PORTABLE NETWORK GRAPHICS



Designed for transferring images on the Internet and not made for print. Supports transparency. Used best for text, graphics and online use to create a crisp look. cannot be scaled over its pixel width.

### .PDF

PORTABLE DOCUMENT FORMAT



Used as a way to share documents without losing the design or quality. A digital version of a hard-copy, generally used for emailing and sharing. Even elements and illustrations can be pulled from certain PDF files.

### .GIF

GRAPHICS INTERCHANGE FORMAT



Used specifically for online use, colors, reducing number of colors to 256 and can be used for animation. Also allows for reduced file size and supports transparency. Similar to .png but lower quality.

### .AI

ENCAPSULATED POSTSCRIPT FILE



Developed for representing a single page vector-based drawing in either the EPS or PDF formats. It is a layered file used for illustrations and graphic design. This is the file designers create your ORIGINAL LOGO IN.

### .PSD

ADOBE PHOTOSHOP



Used for editing photos, graphics and web design. Stores an image with support for most imaging options including layers with masks, transparency, text, actions, filters, ect. Cannot be scaled over its pixel width and is purely for editing.

## IMAGE RESOLUTION

HI RES : 300 DPI - Used for magazine and high quality prints. (5x7 photo: 5" x 300 = 1,500 pixels wide)

LO RES : 75dpi - Resolution used for online and screen use, not for print.

# What Legal Stuff Do I Need For My Website?

**WHAT LEGALS DO I NEED FOR MY WEBSITE?**  
BROUGHT TO YOU BY LEGAL123.COM.AU

**START**

- 1** DO YOU HAVE A **CONTACT FORM** ON YOUR WEBSITE? **YES** THEN YOU ARE COLLECTING "PERSONAL INFORMATION" (E.G. EMAIL ADDRESS) AND YOUR WEBSITE NEEDS A **PRIVACY POLICY**.  
**NEXT**
- 2** DO YOU **PUBLISH INFORMATION OR ADVICE** ON YOUR WEBSITE? **YES** THEN PEOPLE COULD RELY INCORRECTLY ON YOUR INFORMATION OR ADVICE AND YOUR WEBSITE NEEDS A **WEBSITE DISCLAIMER**.  
**NEXT**
- 3** DO YOU **SELL GOODS OR SERVICES** THROUGH YOUR WEBSITE? **YES** THEN YOUR WEBSITE MUST STATE YOU COMPLY WITH AUSTRALIAN CONSUMER LAW & PROVIDE REFUND, WARRANTY & SHIPPING INFORMATION IN **TERMS & CONDITIONS**.  
**NEXT**
- 4** DO YOU ALLOW **ADVERTISING** ON YOUR WEBSITE? **YES** THEN YOUR WEBSITE SHOULD INCLUDE **ADDITIONAL TERMS OF USE FOR ADVERTISERS**.  
**NEXT**
- 5** DO YOU ALLOW **CONTRIBUTORS TO POST** ON YOUR WEBSITE? **YES** THEN YOUR WEBSITE SHOULD INCLUDE **ADDITIONAL TERMS OF USE FOR CONTRIBUTORS**.  
**NEXT**
- 6** DO YOU ALLOW **3RD PARTIES TO MARKET** TO YOUR WEBSITE SUBSCRIBERS? **YES** THEN YOUR WEBSITE SUBSCRIBERS NEED TO PROVIDE AN **ACTIVE RELEASE**.  
**DONE**

LEGAL123.COM.AU SPECIALISES IN LEGALS FOR WEBSITES AND ONLINE BUSINESSES.  
USE OUR SIMPLE ONLINE TEMPLATE OR GET US TO CUSTOMISE LEGALS SPECIALLY FOR YOUR WEBSITE. [Legal123.com.au](http://Legal123.com.au)

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# 25 Point Website Usability Checklist!


25
POINT WEBSITE USABILITY CHECKLIST

✓ **ACCESSIBILITY**

**01** **SITE LOAD-TIME IS REASONABLE**

Sites should come in under 100KB; 60KB is even better. Do not make people leave.



**02** **ADEQUATE TEXT-TO-BACKGROUND CONTRAST**

Eyes and monitors vary wildly. Do not ruin user's eyesight. Good, old-fashioned black-on-white is still best.



**03** **FONT SIZE/SPACING IS EASY TO READ**

Ideal size for text is uncertain but err on the side is slightly too big. White-space is a designer's best friend.



**04** **FLASH & ADD-ONS ARE USED SPARINGLY**

5 minutes for a plug-in to load! Use new technology sparingly; Search engines support standard HTML/CSS.



**05** **IMAGES HAVE APPROPRIATE ALT TAGS**

Search engines understand images by ALT Tags. Critical for images in key content, like menu items.



**06** **SITE HAS CUSTOM NOT-FOUND/404 PAGE**

A white page with "404 Not Found" is a way to lose customers. A custom 404 page is a way to guide visitors to content.



✓ **IDENTITY**

**07** **COMPANY LOGO IS PROMINENTLY PLACED**

A logo should be easy to find; People expect it and they might like it.



**08** **TAGLINE MAKES COMPANY'S PURPOSE CLEAR**

What do you do? Describe with a Tagline. Make it in few words and avoid marketing jargon.



**09** **HOME-PAGE IS DIGESTIBLE IN 5 SECONDS**

Visitors want to get the basic gist of home-page in few seconds. They are a fickle bunch.



**10** **CLEAR PATH TO COMPANY INFORMATION**

"About Us" page seems outdated. People need an easy way to learn more about you.



**11** **CLEAR PATH TO CONTACT INFORMATION**

List your contact information as text, not in an image, easy for search engines too.



✓ **NAVIGATION**

**12** **MAIN NAVIGATION IS EASILY IDENTIFIABLE**

Main navigation must be easy to find, read, and use. Make it clear when navigation is many.



**13** **NAVIGATION LABELS ARE CLEAR & CONCISE**

"Contact Us" label or "Communicate Online With Our Team" label! Navigation should be short, to the point, and easy for mere visitors.



**14** **NUMBER OF BUTTONS/LINKS IS REASONABLE**

If you have 7-or-so menu items, think hard about their necessity. If you've got 3 layers of flyaway Javascript menus, just start over.



**15** **COMPANY LOGO IS LINKED TO HOME-PAGE**

People expect that. Video of users clicking on a logo over and over is available.



**16** **LINKS ARE CONSISTENT & EASY TO IDENTIFY**

Links should stand out; Make them either blue or underlined; But use links sparingly.



**17** **SITE SEARCH IS EASY TO ACCESS**

"Search" still works best for most sites. Make sure it's prominent and keep the button simple and clear.



✓ **CONTENT**

**18** **MAJOR HEADINGS ARE CLEAR & DESCRIPTIVE**

To set content apart and keep it organized with Major & Minor Headings. Use them atleast for SEO benefit.



**19** **CRITICAL CONTENT IS ABOVE THE FOLD**

The imaginary line where the bottom of your screen cuts off a page, is called Fold. "What you do?" should fit on that first screen.



**20** **STYLES & COLORS ARE CONSISTENT**

Layout, headings, and styles should be consistent site-wide; Colors should give the same meaning. Do not confuse customers and lose them.



**21** **EMPHASIS (BOLD, ETC.) USED SPARINGLY**

It's a fact of human cognition: try to draw attention to everything and you'll effectively draw attention to nothing.



**22** **ADS & POP-UPS ARE UNOBTRUSIVE**

Integrate them nicely into your site, else your content may suffer. Don't try to force ads and pop-ups down peoples' throats.



**23** **MAIN COPY IS CONCISE & EXPLANATORY**

Look at your home-page - can you say the same thing in half as many words? Nobody cares if you can "leverage your synergies".



**24** **URLS ARE MEANINGFUL & USER-FRIENDLY**

Descriptive URLs are good for visitors and search engines. But don't need to re-engineer an entire site.



**25** **HTML PAGE TITLES ARE EXPLANATORY**

Search-engine visitors identify sites by Page titles. Make them descriptive, unique, and not spam them with full of keywords.



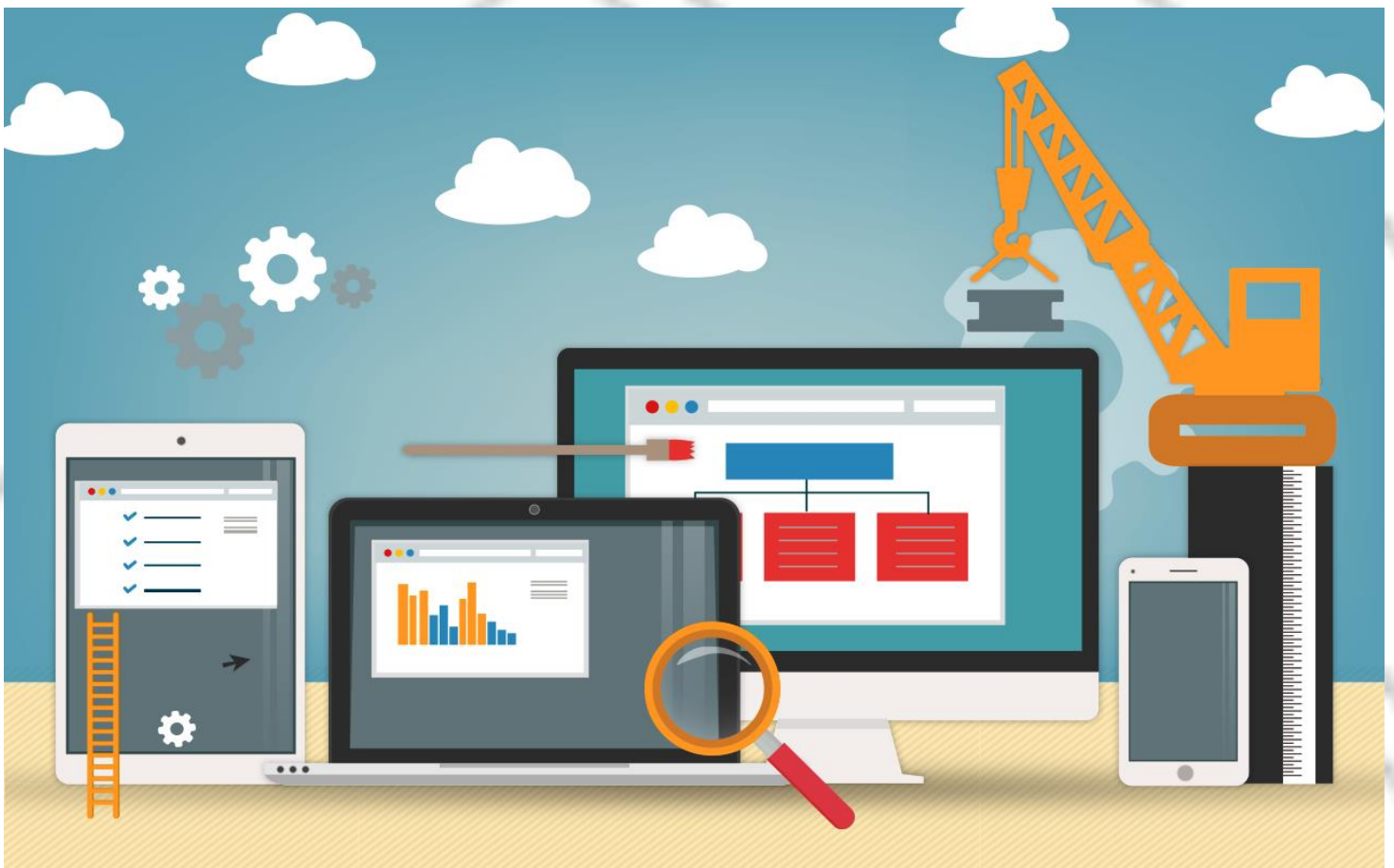


# Conclusion: Just The Beginning!

When it comes to digital marketing, a website is just the beginning. Establishing a website or blog for your small business is just one stepping stone of many when it comes to the digital world.

Design your website to fit you, your brand. Take your time when doing so and be sure to fill it with tons of useful and engaging content for your viewers.

Designing a website is just the beginning. It is the development of that website and your brand that brings everything together!



# Was Our Web Design Guide Able To Assist You?

We hope that our complete guide was able to assist you in your digital marketing efforts. Contact us today for more helpful tips & tricks!

**Contact Us Today!**

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