

Website Checklist

Basic

- 1 Visually appealing design that aligns with your brand
- 2 Simple and intuitive navigation
- 3 Clear call-to-action
- 4 Location is easy to find
- 5 Contact information easy to find
- 6 Services offered are easy to locate
- 7 Images are clear
- 8 Men and women are represented 50/50 of the staff
- 9 Clear and concise content that is helpful to the user
- 10 Website loads within 2 seconds
- 11 Website is designed to include all of the most used devices

Accessibility

- 12 Font is easy to read
- 13 Designable content from suggest backgrounds and images

Website trends of 2020

- 14 Large bold headlines
- 15 Full use of the screen when appropriate
- 16 Use of flat colors or scale
- 17 Minimal design
- 18 Use of white space
- 19 Content and design appropriate to appointments and questions

Example 1



Example 2



Example 3



Example 4

