

Best website design practices checklist

Welcome! 🙌

This guide is here to help you review your website step by step. Simply check “Yes” when your site truly meets the guideline. Don’t stress about being perfect - being honest will help you spot easy improvements and make your website work better for your business.

Made by

mozello

Steop one

Look and colors

Scan or click to
read the full guide 



This section helps you review the visual look of your website. You'll focus on colors, contrast, and clarity - making sure your site feels clean, readable, and consistent, without looking busy or confusing.

Limited colors: Does your site use a maximum of 1-2 main colors, 1 accent color, and 2-3 neutrals for a clean, balanced look?

Brand colors: Do your website colors match your logo or other branded materials like business cards?

Readable text: Can visitors read all text easily without straining?

If you can read it on your phone or computer from a normal distance, it's fine.

Consistent colors: Are buttons, links, and important highlights using the same colors across all pages?

Highlight important parts: Are the most important things on the page easy to notice first?

Bigger, brighter, or isolated elements attract attention.

Clear background: Does site and content backgrounds support your content and not make text hard to read?

Step two

Fonts and text

Scan or click to
read the full guide 



In this section, you'll review how easy your website is to read. The goal isn't fancy fonts – it's making sure visitors can quickly understand your content without effort. Focus on clear text, well-structured headings, and simple formatting that helps people (and search engines) make sense of your pages.

Readable fonts: Is all text big enough and easy to read on a computer and phone?

Clear headings: Are headings bigger or bolder than body text so sections stand out?

Consistent fonts: Do headings, paragraphs, and buttons use the same fonts throughout your site?

Easy scanning: Can someone quickly glance at the page and understand the main points?

Highlight key points: Are main points emphasized with proper formatting?

Headings, bold text, or visuals.

Formatting: Have you properly formatted all the text and headings using H1, H2, H3, body and other tags?

This can greatly improve SEO.

Steop three

Space and layout

Scan or click to
read the full guide 



This section helps you check whether your pages feel clean and well-organized. Focus on spacing, balance, and simplicity so content is easy to scan and doesn't feel cramped.

Enough spacing: Is there white space around text, images, and buttons so the page doesn't feel crowded?

Usually you need a bit more than you think.

Separate sections: Are different parts of the page clearly separated?

Blank space, content block style variation or background color adjustments.

Balanced layout: Does the page look even and organized, without one area feeling crowded or too heavy?

No clutter: Are unnecessary elements removed, keeping the page simple and clean?

Consistent spacing: Is spacing similar between sections on all pages?

Steop four

Content and information

Scan or click to read the full guide 



This section helps you review how clear and easy your content is to read. Focus on simple wording, short paragraphs, and making important information easy to find.

Simple text: Are sentences short and easy to understand?

Short paragraphs: Are paragraphs 3 - 4 sentences maximum?

If it looks like a “wall of text,” split it.

Clear headings: Do headings clearly explain what each section is about?

Use lists: Are very long texts broken up with bullet points, numbered lists or layout adjustments?

Key info visible: Can someone quickly find important info like services, prices, or contact info with ease?

Consistent tone: Does your text sound like your brand voice, and is it similar across all pages?

Steop five

Branding and images

Scan or click to read the full guide 



This section helps you check whether your branding and images look professional and consistent. Focus on making sure visuals support your message and feel cohesive across your site.

Logo: Have you added your brand logo, and does it appear correctly on every page of your site?

High-quality images: Are images sharp, clear, not blurry and not pixelated?

Relevant visuals: Do images support your message instead of being purely decorative?

Professional feel: Do visuals look like they belong together, without awkward sizing or mismatched styles?

Alt text: Did you add short descriptions (alt text) to your site images for accessibility and search engines?

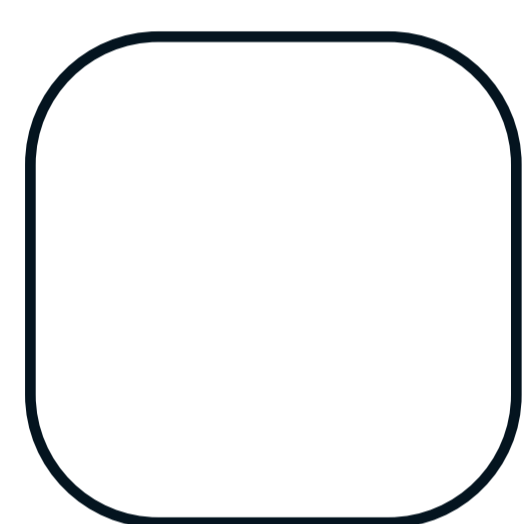
Step six

Buttons and calls-to-action

Scan or click to read the full guide 

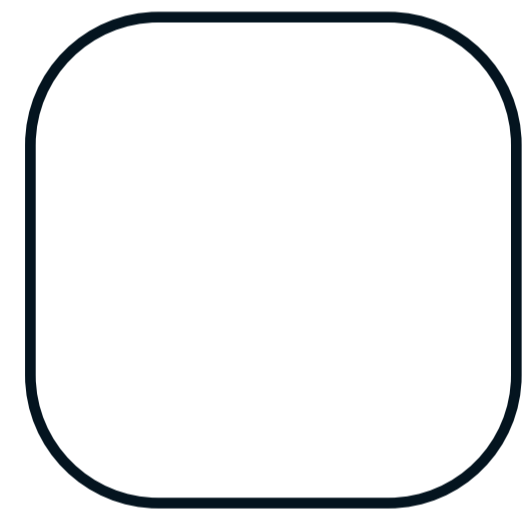


This section helps you check that your buttons and calls-to-action guide visitors clearly. Focus on making actions easy to see, easy to click, and placed where they make sense.

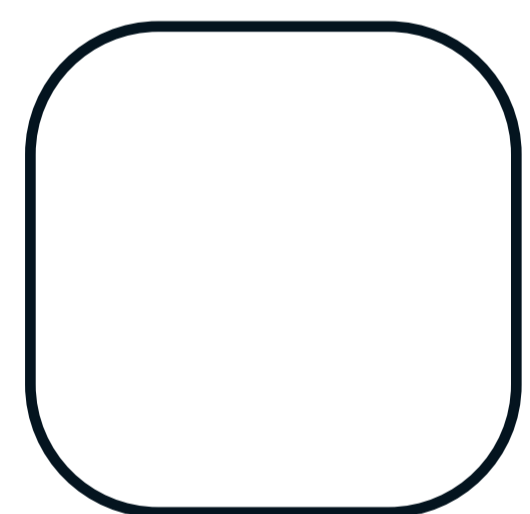


Clear action: Can visitors easily see what to do?

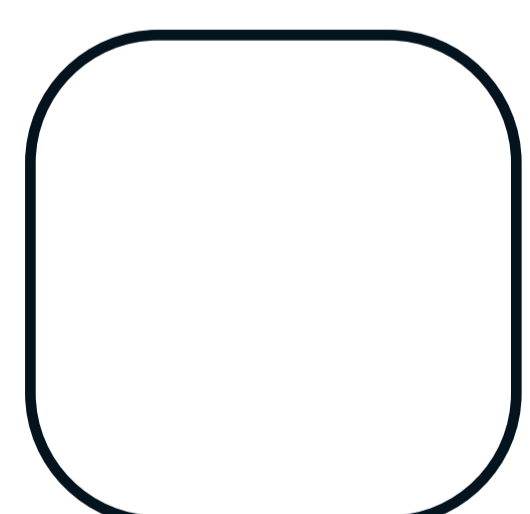
Like “Buy Now” or “Contact Us”.



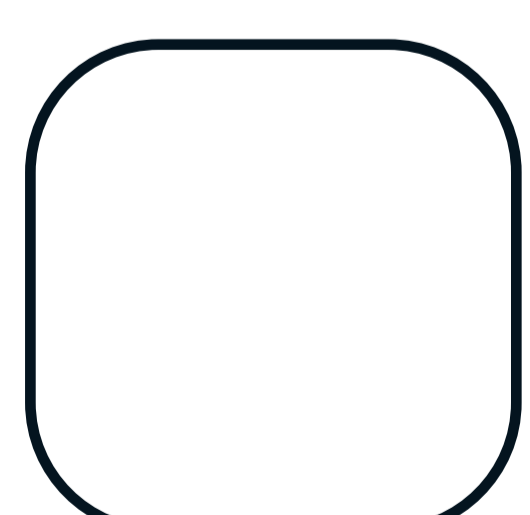
Actionable content: Does each page clearly tell visitors what to do and where to click next?



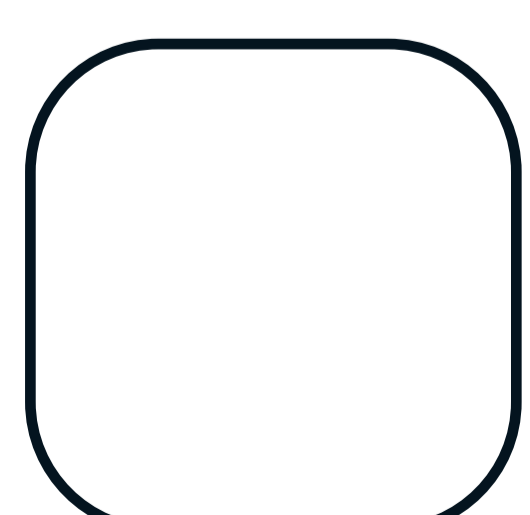
One main action: Is there one primary action per page instead of too many competing options?



Logical placement: Are buttons placed near the content they relate to?



Contrast: Do buttons stand out from the background so visitors notice them immediately?



Clickable on mobile: Can visitors tap and read buttons easily on a phone without zooming?

Step seven

Page order and flow

Scan or click to read the full guide 



This section helps you check that your pages guide visitors naturally. Focus on the order of content, what shows first, and making it easy to follow from start to finish.

Important info first: Is the most important content near the top of the page?

Logical sequence: Does the content flow naturally?

For example: problem → solution → next step.

Easy to follow: Can visitors scroll through the page without feeling lost or overwhelmed?

Single focus: Does each page focus on one main purpose, without unnecessary distractions?

Encourage action: Is it clear what the visitor should do next after reading the page?

Step eight

Navigation

Scan or click to
read the full guide 



This section helps you check that your menu and links make it easy for visitors to find what they need. Focus on clarity, simplicity, and consistency across all pages.

Simple menu: Does your main menu have 4-6 items maximum?

Clear labels: Do menu items clearly explain where they lead?

“Contact,” “Services,” “About”.

Dropdown simplicity: If using dropdown menus, are they only one level deep?

Mobile-friendly: Can visitors open and use the menu easily on a phone?

Contact easy to find: Is the Contact page easy to locate?

It should be as the last option in the main menu.

Step nine

Mobile-friendly

This section helps you check that your website works well on phones and tablets. Focus on readable text, tappable buttons, and a layout that adjusts correctly on smaller screens.

Readable text: Can visitors read all text on a phone without zooming?

Clickable buttons: Are buttons and links large enough to tap easily?

Images resize properly: Do images adjust so they don't cover text or get cut off awkwardly?

Navigation works: Can visitors navigate easily on small screens?

Sections still clear: Are page sections easy to read and scroll through on mobile?

No broken layouts: Are all elements positioned correctly on phones and tablets?

Step ten

Final quick check

This section helps you take one last look at your website. Focus on trust, clarity, and making sure everything works smoothly so visitors have a great experience.

Trustworthy: Do visitors immediately feel your site is professional and reliable?

Look for these signs: pages are clean and uncluttered, images are sharp and high-quality, fonts and colors are consistent across all pages, navigation works smoothly, and there are no typos, broken links, or missing information.

Understandable: Can visitors understand who you are, what you do and how can you help them in the first seconds once they open your website?

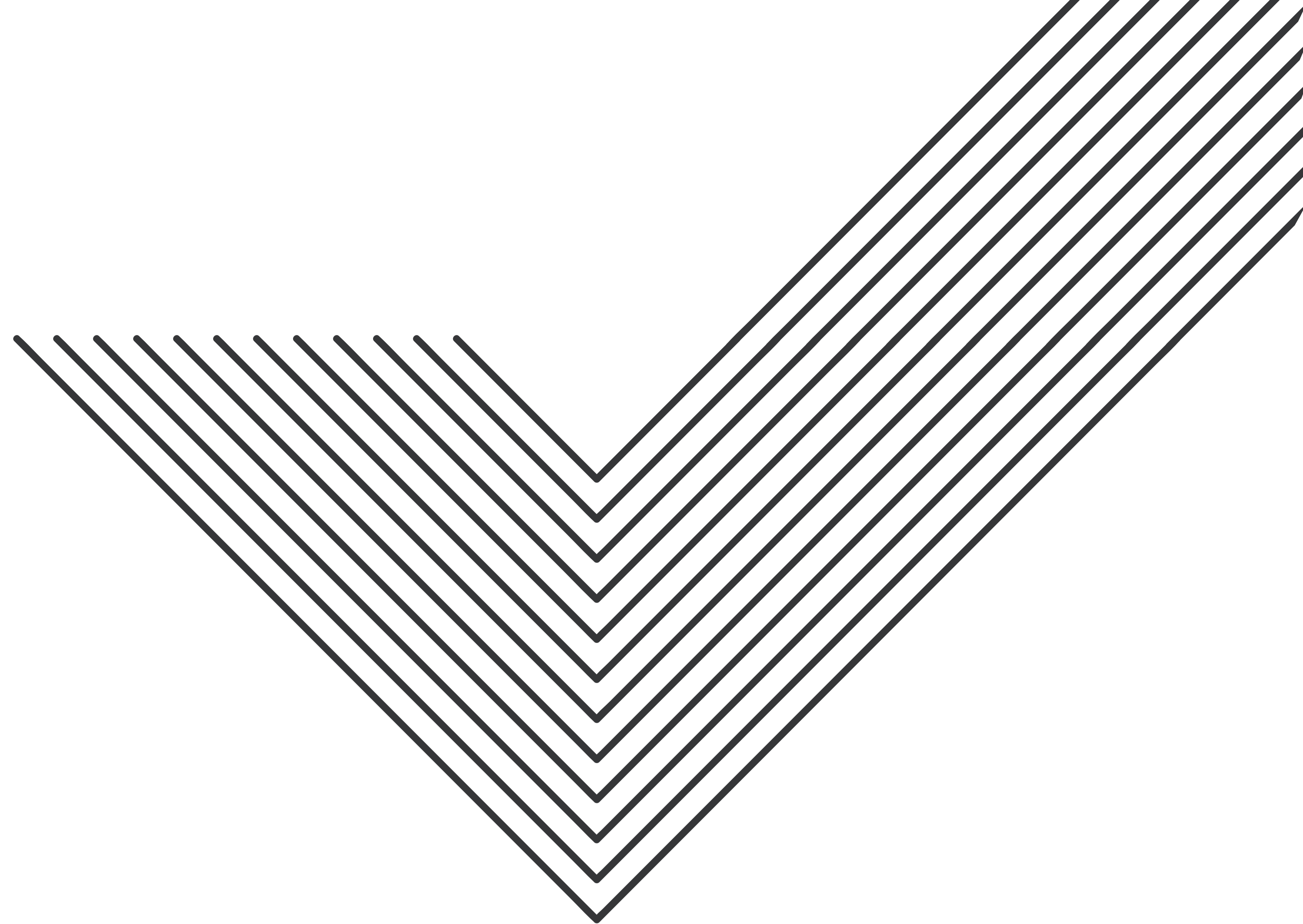
Clear next step: Is it obvious what action you want visitors to take?

Consistent look: Does your website look the consistent and good on all pages and devices?

Fast load: Do pages load quickly, without waiting more than a few seconds?

This mainly relates to well optimized images.

No errors: Are there no broken links, missing images, or typos?



Well done!



If you can answer ‘Yes’ to most of these items, your website is in great shape. Even if you spotted a few areas for improvement, don’t worry - now you know exactly what to focus on to make your site more professional, user-friendly, and effective at reaching your visitors. Every small change can make a big difference!”

Made by

mozello