Web Site Review Checklist
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Look and Feel
• Does the design send a clear message about the company? (e.g., “We’re high-tech, cutting-edge, technology-oriented,” or “We’re conservative, solid, trustworthy,” or “We’re funky, whimsical, off-the-wall.”)
• Does the message sent by the design match the product?
• Does the design feel clean and balanced, or cluttered and confused?
• Is there a clear color palette?
• Does the design suddenly change on any of the sub-pages?
• Does the site load reasonably quickly?
• Avoid using tacky clip-art animations.
• Avoid over-used color palettes (e.g., red/white/blue)
• Avoid centering
• Avoid using more than two fonts
• Avoiding using serif and sans-serif fonts on the same page (unless you’re really good at it)
• Avoid having large areas of light text on a dark or black background
• Avoid large areas of italicized or cursive text
• Avoid over-large or all-caps text that SHOUTS at the viewer
• Avoid long pages where the viewer has to scroll through many screens
• Never make the viewer scroll horizontally

Navigation/Site Architecture
• Is there global navigation appearing near the top or left side of every page?
• Is there a hyperlink version of the global nav at the bottom of every page?
• Is the navigation simple and easy to understand and follow?
• Are there more than eight or nine nav buttons? (If so, consider switching to a drop-down menu.)
• As you navigate through the site, is it always clear where you are and how to get back home?
• Does each page have a title, and is it the same as the title in the navigation?
• Are there any broken or non-functioning links?
• If a link takes you off-site, can you get back by closing the new window or do you have to back-track through several pages using the browser’s back button?
• Are there multiple tiers of pages (i.e., pages with sub-pages which have further sub-pages)? If so, consider using a “breadcrumb” tracking system so the viewer can always retrace his steps.
• If it’s an e-commerce site, is the shopping cart simple, and easy to use?
• Does the viewer receive a message reassuring him that the site is secure?