

Website Design - 105 Point Technical Excellence Checklist (v1.2)

CLIENT	
WEBSITE NAME	
BORN ON	

DESIGN BRIEF COMPLIANCE

- 1 Prior to development, the website's goals have been identified between Future Visions and the client
- 2 Website meets the requirements and standards observations outlined in the design brief
- 3 A plan is in place for the website to be updated consistently post-completion

AESTHETICS - DESIGN, LAYOUT & BRANDING

- 4 Design elements consistently comply with the company's existing brand
- 5 Website appearance looks professional, and is suitable for the target audience
- 6 Design is consistent through every page within the website
- 7 There is a clear visual hierarchy, with easily distinguishable heading levels
- 8 The website's home page is easily digestible in 5 seconds
- 9 Website has an appropriate, meaningful bookmark icon (favicon)
- 10 The company's logo is placed in a prominent position
- 11 Syndicated content from external sources is styled to compliment the website's layout and design
- 12 An additional print style sheet is in place
- 13 Emphasis (bold, italic) is used selectively
- 14 Website layout is constructed without the use of HTML tables

CODE QUALITY - HTML

- 15 The first line of HTML contains a correctly formatted doctype declaration, as specified by W3C
- 16 HTML code is well structured, with tags properly nested.
- 17 HTML is indented for each parent-child element level to aid reading

- 18 Source code contains only valid (X)HTML, according to W3C standards
- 19 UTF-8 character encoding is declared and formatted properly
- 20 HTML contains no inline CSS styles
- 21 HTML contains no inline javascript
- 22 Special character entities are properly encoded
- 23 HTML source code contains supporting comments to aid and support future development
- 24 Files such as images and downloads are referenced relatively, not absolutely
- 25 Where an RSS feed is present, it has been referenced properly in the HTML head section

CODE QUALITY - CSS

- 26 Stylesheets contain only valid CSS, according to W3C standards
- 27 CSS contains supporting comments to aid and support future development
- 28 CSS selectors are ordered in way semantically similar to the HTML structure
- 29 CSS selectors describe style purpose, not appearance, to aid future development
- 30 CSS properties are listed alphabetically within respective selectors
- 31 CSS contain no unnecessary classes or IDs
- 32 Font sizes are declared in relative units, not absolute units, making client-side resizing possible
- 33 Files such as images and downloads are referenced relatively, not absolutely
- 34 CSS has been optimised after production for organisation and file size
- 35 Only fonts with a high accessibility statistic are used

FORMS

- 36 Website forms are accessible, with keyboard navigation possible (contain tabindex values)
- 37 All form submissions result in their intended purpose
- 38 All form submissions are validated for user errors
- 39 Adequate instruction is provided to make user entry possible without additional support
- 40 Feedback forms request all information required by the website owner to take effective action
- 41 Adequate informative error messages are provided for validation and server-side errors

- 42 Successful feedback form submissions result in a user-friendly 'thank you' page
- 43 All forms are adequately protected against robot entries by verifying the user is human
- 44 Compulsory form fields are clearly identifiable
- 45 It is possible to click the field name to select its corresponding field (using 'for' label attribute)
- 46 Currently active form field is indicated with appropriate styling (using element:focus{} CSS selector)

NAVIGATION

- 47 Website's primary navigation is easily identifiable
- 48 Primary navigation contains no more than eight items
- 49 All links are verified as working as intended
- 50 Links are underlined or otherwise clearly defined, and distinguishable from visited links
- 51 Links are styled differently when the user hovers over them
- 52 Website navigation is consistent through every page, and is user-friendly
- 53 Website has a clearly accessible site map page
- 54 Website's logo or title links back to the home page from every other page
- 55 Larger websites have search functionality to make navigation easier
- 56 Larger websites use a breadcrumb trail to make navigation easier
- 57 Where breadcrumbs are not used, the currently active item is highlighted in the primary navigation
- 58 Company profile information is easily accessible
- 59 Company contact details are easily accessible
- 60 It is possible to navigate the website fully without the use of browser back and forward buttons
- 61 It is possible to access all information within three mouse clicks
- 62 An RSS feed is available for websites with frequently updated 'article' content
- 63 File downloads are handled by all browsers as intended
- 64 E-mail address hyperlinks open user's default application for sending electronic mail

CONTENT

- 65 All website copy is concise and explanatory

- 66 Spelling and grammar has been verified as free of errors
- 67 All content is copyright free, or appropriate permission or licensing has been obtained
- 68 Website footer contains a date-dynamic copyright statement
- 69 Website utility pages such as Terms of Use and Privacy Policy are included
- 70 Where applicable, company awards and accreditations are advertised on at least one page
- 71 Where applicable, an interactive map of the company's location is included
- 72 Where necessary, definitions are provided for abbreviations and industry-specific terms

USABILITY

- 73 Website has a sound loading time on broadband internet connections
- 74 Website contains custom user-friendly 403 and 404 error pages
- 75 Website is accessible without 'www.' address prefix
- 76 Advertisements and popup windows are unobtrusive to the user
- 77 A call-to-action is prominent on every page (contact/buy now)

ACCESSIBILITY FOR USERS & DEVICES

- 78 Descriptive images have an appropriate ALT value
- 79 Font sizes and spacing make text easy to read
- 80 Hyperlink text is descriptive, and contains supporting information (name and/or title attribute)
- 81 Text colour contrasts adequately with the background colour enough to be easily readable
- 82 Website works acceptably across most popular web browsers and operating systems
- 83 Main content is accessible with CSS disabled
- 84 Main content is accessible with flash disabled
- 85 Main content is accessible with javascript disabled
- 86 Main content is accessible with images disabled
- 87 Website works well in a range of browser window sizes and monitor resolutions
- 88 Functionality is available through keyboard navigation (accesskeys)
- 89 Website layout is constructed without the use of frames

SEARCH ENGINE SUITABILITY & OPTIMISATION

- 90 Website has been submitted to all major search engines
- 91 Website has a meaningful 'description' metatag, with a maximum of 160 characters
- 92 Website has a 'keywords' metatag containing no more than ten of the most effective keywords
- 93 Website copy has been adapted to include the specified keywords
- 94 Key elements have been adapted to include the specified keywords (titles, anchor links, H1 headings)
- 95 An XML sitemap file has been generated and submitted to Google
- 96 All URLs are meaningful and user-friendly, and do not contain 'dirty' strings
- 97 <TITLE> tag contains a unique, descriptive value for every page

ANALYTICS & REPORTING

- 98 An analytics package has been installed to monitor website traffic statistics
- 99 Where an RSS feed is present, subscribers are monitored using Feedburner

MULTIMEDIA

- 100 Multimedia files (images/audio/video) have a reasonable loading time
- 101 Sound and video clips do not start playing automatically when a page loads
- 102 The length of any sound and video clip is clear

E-MAIL & SERVICES

- 103 At least one general e-mail address exists, plus one for each staff member and/or department
- 104 Domain whois record is accurately recorded as website owner
- 105 Hosting service provides adequate resources for the website's anticipated needs

COMMENTS		