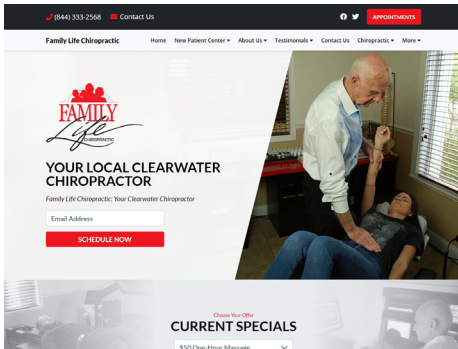


WEB DESIGN *BEST PRACTICES*

STYLES CHECKLIST



LAYOUT & EYE TRAIL

Reduce the effort of searching by aligning things in a natural eye trail, so the user is more likely to find what they were looking for quickly. For more information on eye trails, look up “F & Z Patterns” using a search engine.

✓ My Layout Has a Clear and Effective Eye Trail!



PADDING

Padding allows individual items to stand apart from nearby items, letting the user read each item separately. Padding can also let you know when items belong together in a category by giving items less padding.

✓ My Site is Legible and Balanced!



CONTRAST

Important informative items, such as **headers, buttons, and calls to action** need to **stand out** from the less important items. If all of your content has the same level of visual importance, the chances of a user skimming over the content and missing key factors are high.

✓ My Site Has High Contrast!



COLOR COMBINATIONS

If you are designing a landing page for a postcard, you'll need to use the colors from the postcard. If you have the freedom to choose the colors for your site, use an online tool like colorso.co, which makes it easier to find colors quickly that interact smoothly together. **Colors should match the theme of your site while being pleasing to look at.**

✓ My Color Scheme is Harmonious!

WEB DESIGN *BEST PRACTICES*

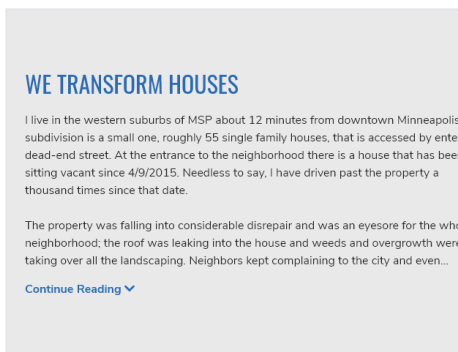
STYLES CHECKLIST



CONSISTENT STYLES

Be consistent with the styles you use on your site. Make sure your buttons, backgrounds, colors, and spacing are all styled similarly (**including border radius, colors, drop-shadows, etc**).

✓ My Styles Are Consistent!

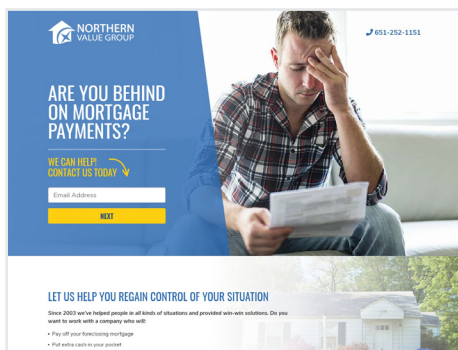


READABILITY & LEGIBILITY

Readable example: Break up large chunks of text with line breaks, images, bolded text, or “read more” links.

Legible example: Try not to go below 14px font size (16px is what we use for body text) and if a regular font weight is too thin to see, increase the

✓ My Text is Readable and Legible!



BACKGROUND IMAGES

Unless the website serves as a portfolio where the photographs are the main content, utilize overlays or blurs to make the image less visible. **The background image should enhance the content on top of it, not distract.** Otherwise use a photo that has very little texture in it.

✓ My Images Are Enhancing My Site!

WEB DESIGN *BEST PRACTICES*

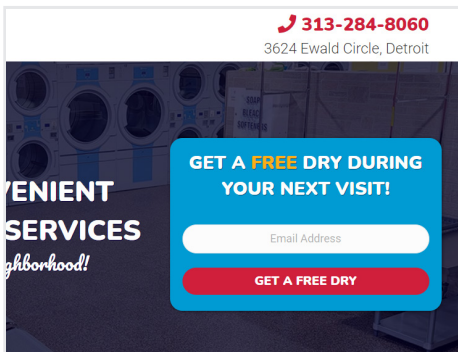
CONTENT CHECKLIST



MESSAGE MATCH

For a landing page, the user will likely be coming from a link from a postcard, email, online ad, etc. Matching the look and message of the initial click point will **reinforce the user's expectations and let them know they've made it to the right place.**

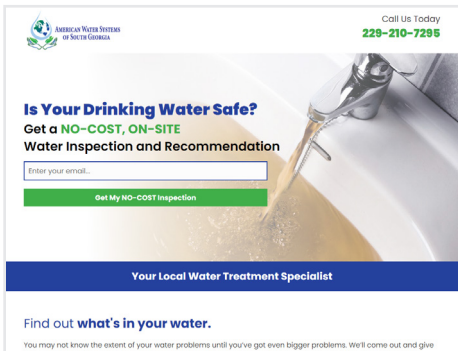
✓ My Site Has a Strong Message Match!



CONTACT INFO

Put the phone number in the **top right corner** of your landing page (**bolded**) so the user can very easily get in touch. This places the contact info in the user's natural eye trail, reducing the amount of time the user has to search for information.

✓ The Client's Contact Info is Clearly Visible!



LEAD CAPTURE ABOVE THE FOLD

In order to encourage users to convert, **place an email-only form in the hero or somewhere above the fold.** By showing the user a call to action immediately, they will not have any questions as to how to contact the business. Even if they scroll down the page to learn more, they know they saw a form initially and can return to enter their information.

✓ The Lead Capture is Above the Fold!



NEVER 'SUBMIT'

The CTA needs to **give accurate expectations and put the user at ease.** This can be a message that tells the user how long it will take for the company to get back to them or a button that is descriptive, instead of just a "submit" button which does not effectively communicate anything to the user.

✓ My CTA Buttons Are Descriptive!