

FREE CHECKLIST

Website Design Checklist

Audit your website against 69 checks across 12 areas — mark each one To Do, Needs Work, or Done. Use the interactive version at emulent.com.

01 Strategy Evaluation

7 Checks

Was there a strategy in place during the planning phase of your website design?

Documented goals for the website tied to business outcomes (leads, sales, bookings)	To Do	Needs Work	Done
Defined target audiences and what each needs from the site	To Do	Needs Work	Done
A content plan mapping which pages exist and why	To Do	Needs Work	Done
Clear primary conversion action defined for the site	To Do	Needs Work	Done
Success metrics agreed on before design started	To Do	Needs Work	Done
Competitor websites reviewed for positioning and gaps	To Do	Needs Work	Done
A launch and post-launch marketing plan	To Do	Needs Work	Done

02 Website Structure Evaluation

5 Checks

Structure drives conversions, SEO, and how easily visitors find what they need.

Site hierarchy is 3 clicks or fewer to any key page	To Do	Needs Work	Done
URLs are short, readable and keyword-relevant	To Do	Needs Work	Done
Service and industry pages each have a dedicated URL	To Do	Needs Work	Done
Internal links guide visitors from content to conversion pages	To Do	Needs Work	Done
No orphan pages — everything is reachable from navigation or links	To Do	Needs Work	Done

03 Website Navigation Evaluation

7 Checks

Navigation tells users and search engines what you do best — overloading it does more harm than good.

Top navigation has 7 or fewer primary items	To Do	Needs Work	Done
Labels use plain language, not internal jargon	To Do	Needs Work	Done
The most important action (contact, quote, buy) is visible in the header	To Do	Needs Work	Done
Mega menus group links with clear headings	To Do	Needs Work	Done
Mobile navigation is thumb-friendly and mirrors desktop structure	To Do	Needs Work	Done
Footer navigation covers key pages, policies and contact info	To Do	Needs Work	Done
Breadcrumbs show visitors where they are on deep pages	To Do	Needs Work	Done

04 SEO Integration Evaluation

7 Checks

Most online experiences begin with a search engine — SEO belongs in the design process, not after it.

Every page has a unique title tag and meta description	To Do	Needs Work	Done
One H1 per page with a logical heading hierarchy	To Do	Needs Work	Done
Schema markup for organization, services, FAQs and reviews	To Do	Needs Work	Done
Images have descriptive file names and alt text	To Do	Needs Work	Done
Core Web Vitals pass on mobile and desktop	To Do	Needs Work	Done
XML sitemap and robots.txt are in place and submitted	To Do	Needs Work	Done
Redirects preserve equity from old URLs after redesigns	To Do	Needs Work	Done

05 Content Evaluation

7 Checks

Content drives conversions and positions you as the expert — without it, trust and rankings are nearly impossible.

Each page answers the visitor's primary question above the fold	To Do	Needs Work	Done
Copy is scannable: short paragraphs, subheads, lists	To Do	Needs Work	Done
Service pages explain outcomes and process, not just features	To Do	Needs Work	Done
Proof is present: testimonials, case studies, results, credentials	To Do	Needs Work	Done
A resources or blog section publishes on a regular cadence	To Do	Needs Work	Done
Content is written for humans first and optimized for search second	To Do	Needs Work	Done
Outdated pages are pruned, updated or redirected	To Do	Needs Work	Done

06 Analytics & Measurement Evaluation

5 Checks

If you can't measure how visitors interact with the site, you can't tell what's working.

GA4 (or equivalent) installed and receiving data	To Do	Needs Work	Done
Conversions tracked as events: forms, calls, downloads, purchases	To Do	Needs Work	Done
Search Console verified and monitored	To Do	Needs Work	Done
Call tracking or click-to-call measurement where phone leads matter	To Do	Needs Work	Done
Dashboards report leads and revenue, not just traffic	To Do	Needs Work	Done

07 Image & Color Quality Evaluation

6 Checks

Visual assets carry your brand story — generic or low-quality photography costs you trust.

Real photography of your team, work or products where possible	To Do	Needs Work	Done
Images are compressed and served in modern formats (WebP/AVIF)	To Do	Needs Work	Done
A consistent color palette applied across every page	To Do	Needs Work	Done
Brand colors meet contrast standards against text	To Do	Needs Work	Done
Graphics and icons share one visual style	To Do	Needs Work	Done
Hero images support the message instead of decorating it	To Do	Needs Work	Done

08 Font Consistency & Readability

5 Checks

Concise, scannable text with the right typography can make or break conversion rates.

Two font families maximum, used consistently	To Do	Needs Work	Done
Body text is 16px or larger on all devices	To Do	Needs Work	Done
Line length stays readable (roughly 50–80 characters)	To Do	Needs Work	Done
Headings follow a consistent size and weight scale	To Do	Needs Work	Done
Text over images remains legible everywhere	To Do	Needs Work	Done

09 Conversion Point Integration

5 Checks

Too many competing conversion points overload users — each page needs a clear primary and secondary goal.

Every key page has one primary call to action	To Do	Needs Work	Done
A secondary, lower-commitment option exists (guide, calculator, newsletter)	To Do	Needs Work	Done
Forms ask only for what you actually need	To Do	Needs Work	Done
CTAs describe the outcome (“Get my quote”) instead of “Submit”	To Do	Needs Work	Done
Thank-you pages confirm next steps and track the conversion	To Do	Needs Work	Done

10 Competitive Analysis

3 Checks

Use competitor sites as inspiration for strategy, functionality and structure — never as a template to copy.

Top 3–5 competitors’ websites reviewed and documented	To Do	Needs Work	Done
Their offers, guarantees and CTAs compared against yours	To Do	Needs Work	Done
Gaps identified where your site can clearly differentiate	To Do	Needs Work	Done

11 Accessibility Evaluation

6 Checks

Content should be consumable by all users, across all devices.

Color contrast meets WCAG AA at minimum	To Do	Needs Work	Done
The whole site is usable by keyboard alone	To Do	Needs Work	Done
All images and icons have meaningful alt text (or are marked decorative)	To Do	Needs Work	Done
Form fields have visible labels and clear error messages	To Do	Needs Work	Done
Videos include captions or transcripts	To Do	Needs Work	Done
Focus states are visible when tabbing through the page	To Do	Needs Work	Done

12 Quality Assurance

6 Checks

QA twice — just before launch and just after launch.

Every form tested end-to-end, with notifications arriving	To Do	Needs Work	Done
All pages checked on mobile, tablet and desktop	To Do	Needs Work	Done
Links crawled for 404s and broken redirects	To Do	Needs Work	Done
Page speed tested on real mobile connections	To Do	Needs Work	Done
Cross-browser check (Chrome, Safari, Firefox, Edge)	To Do	Needs Work	Done
Post-launch: analytics firing, sitemap submitted, rankings monitored	To Do	Needs Work	Done

Falling short in a few areas?

We design websites with the strategy, SEO and content built in — one senior team, no outsourcing. Get a free quote at emulent.com/contact