

Checklist for Developing a Marketing Website

The Opening Screen

- Does the initial screen declare your message clearly?
- Is your company's contact information prominently displayed?

Navigation

- Have you followed the guidelines on the "Checklist for Organizing Hypermedia"?
- Is your site registered with appropriate online search engines?
- Is your site registered with agencies like the local Chamber of Commerce? Have you listed it with professional organizations in your field?

Content and Design

- Have you included graphics purposefully?
 - Necessary to the message.
 - Optimized for fast loading speed.
 - Clearly relevant to the surrounding text.
- Have you considered the following purposeful and aesthetic aspects of graphics?
 - Does your site include dense blocks of text that could be replaced or clarified with a graphic?
 - Does your site use color consistently?
 - All pages in the site use the same color scheme.
 - A limited number of colors is used throughout the site.
 - Should you specify a consistent size for all graphics used in your site?
- Have you checked the appearance and functionality of all pages of your site?
 - On different browsers.
 - On different screen sizes and resolutions.
 - On different computer platforms.
- Have you provided enough information to help the reader make a decision about your product or service?
- Have you carefully considered how you use humor?
- Have you provided links to other related sites?
- Is your site updated frequently?
 - Include the date the site was last updated.
 - Plan for maintaining the site so it won't get stale.