

Website Home Page Checklist

Address these questions when reviewing your home page.

Readability, skimmability, clarity, tone and voice.

- Is it easy to read and understand?
- Are there large blocks of text that could be broken down into smaller chunks?
- Is the main point of the website immediately communicated?
- Is the language too formal or too casual?
- Does it reflect the brand's personality?
- Does it use too much jargon?

Visuals, layout and design.

- Are there images that are relevant to the content?
- Do they enhance the readability of the page?
- Are they optimized for the web?
- Are they engaging and drawing the reader in?
- Is it simple and intuitive?
- Does it have a balance of whitespace and visual elements?
- Does it lead users to the right information with ease?

Links and navigation.

- Are the links clear and visible?
- Are they easy to click?
- Do they lead to the right pages?
- Are there any broken or dead links?