



# USER EXPERIENCE WEBSITE CHECKLIST

## Make it a Priority to Avoid the 'Nevermind' Mindset

Have you ever been on a website and couldn't find what you were looking for? What did you do? Maybe you were in a hurry at the time. Or maybe you expect a site to be set up a certain way. Either way, one of the worst things we can make our website visitors feel is so frustrated that they say '**Oh, nevermind**' and then leave your site. Now, they've not only left your site, you've potentially lost a customer.

Use this checklist as a guide to making website updates and to help ensure that your website visitors have the best User Experience possible.

1.  **Include NAPs and Email in the footer of each page of your website and the contact page.**
2.  **Create a Unique Value Proposition that clearly defines what you do, who you do it for, and why you do it better than your competition.**
3.  **Remove or do not create popups on your website with the exception of maybe an exit-intent popup. Consider a stationary banner instead.**
4.  **Contact Page: Encourage and allow contact. Publish a catch-all email address and a phone number with active links to both. Great for mobile users.**
5.  **Ensure that font size and line spacing are easy to read for everyone. Keep in mind the 40-and-over crowd.**
6.  **Ensure that website images have been optimized for web use. Resize images as needed to ensure faster loading.**
7.  **Add and install an active SSL Certificate to secure your site. The padlock icon indicates an active SSL Certificate.**
8.  **Use widely accepted web conventions to promote a predictable user experience. For example, Logo in top left of screen that links to home page.**
9.  **Include icons and links to your business's social media accounts in the footer of each page of your site. BONUS: Make the links open a new window.**
10.  **Choose a fast and reliable website hosting provider like Flywheel to ensure uptime and up to date PHP versions.**

*Have Questions? Let Us Know:*

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