729SOLUTI⬡NS

THE TOP 9 WEB DESIGN ELEMENTS YOU CAN'T DO WITHOUT IN 2020

THE CHECKLIST

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Use this checklist as a guide to ensure you're accounting for the most critical elements for your website. These are the things that can make the difference between a website that is an asset for your business and a website that is a liability to your success.
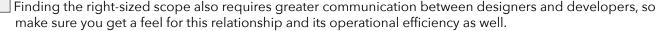
*This checklist is based off of our article, **9 Web Design Elements You Can't Do Without in 2020**, which contains detailed information on the importance of each of the following elements. Using the checklist and article together will ensure that you are on the right track.*

DON'T OVER-ENGINEER YOUR WEBSITE DESIGN

A well designed website will help you achieve an elegant solution for your current needs while also providing you the infrastructure to support your future goals, all without adding a bunch of unnecessary bloat. At the same time, you don't want a site that is lacking the necessary features and functions to operate at its peak.

☐ Make sure you're chosen web designers can show a track record of right-sized project scopes.

☐ Finding the right-sized scope also requires greater communication between designers and developers, so make sure you get a feel for this relationship and its operational efficiency as well.

OPTIMIZED SITE STRUCTURE

One of the most critical and also most commonly missed things, even amongst some of the top web designers, is an optimized site structure. Remember, most web designers and web developers have not been trained in SEO and there is a large gap in knowledge as to how their work can have an impact on SEO.

☐ Get your web designers talking about their experience with search engine optimization and have them explain to you their thoughts on how they will determine the structure for your site.

☐ Do they have an experienced SEO specialist on their team? Or were they an SEO in a former life? It's not usual to find one person who specializes in both things, so you're probably searching for a team that works tightly together, involving SEO in the process from the beginning.

HIGH QUALITY, RELEVANT CONTENT

Your website's design should be driven by the content it needs to hold. What purpose will a beautiful website serve if it lacks important information your users are looking for?

Here are some questions to ask:

☐ How will you ensure your content (old and new) is well researched, written by subject matter experts, reviewed and edited.

☐ How will you make sure the content is structured within your website in a way that compliments your buyer's journey?

☐ How will you track the effectiveness of your content and gain actionable insights.

PRIORITIZE MOBILE RESPONSIVENESS OR MOBILE FRIENDLY ACCOMMODATIONS

With more than half of all web traffic and organic **searches coming from mobile phones** today, both B2C and B2B websites need to work on multiple screen sizes. Period!

☐ Find out about your designer's process for incorporating mobile mockups.

☐ Also talk about their development time to implement mobile friendly best practices or what their thoughts are on developing a mobile app as well.

☐ Could your specific use case benefit from the native functionality phones and tablets can offer?

☐ Mobile responsiveness should be a top priority and your designers and developers should be able to show examples of their work to illustrate how much this is prioritized as part of their process.

RELEVANT, HIGH RESOLUTION IMAGES, GRAPHICS AND VIDEOS

Crisp, high resolution assets that are optimized for the web can make an enormous difference on the overall look and feel of your site, not to mention its performance. There are loads of commonly missed opportunities along with detrimental effects that are difficult to correct post launch when it comes to your site's creative assets.

☐ Images, graphics and videos are crisp and high resolution.

☐ All assets will be optimized for the web.

☐ Your photographs will be taken by a professional photographer or you will invest in quality stock photography.

☐ Then, don't forget to have your designer compress the images so you preserve clarity and avoid pixelation.

☐ Make sure to involve your SEO professional in the preparation of your photos BEFORE uploading them to your site to ensure your site is not bogged down by the assets and also to make sure you're taking every opportunity to increase your company's visibility online.

EASE OF USE FOR YOUR USERS - AND FOR YOU!

What's the point of having a website if no one is able to use it? The usability of your site is one of the most important factors in determining the success or failure of your website design investment.

☐ How will you ensure that your users will be able to navigate your site, find what they need, and accomplish tasks without roadblocks.

☐ What measures do your designers take to make sure your website is easy for your team to maintain. A good web consultant will spend time planning for these things.

AN INTENTIONAL UI DESIGN

People often skip creation of mockups for their website and go straight to the build, but not you!

☐ Will your designer take the time to start with mockups (or even low-fidelity wireframes) to ensure everyone is on the same page as to what the site should look like, and that it honors the constraints of your brand - visually and otherwise.

☐ Get your web designer talking about how they will ensure that your website will have a smooth and intuitive user experience.

PAGE SPEED

Page speed is such a critical step to address in your website build, but is often overlooked because it's nearly 'invisible' to some of us.

☐ How do your designers and developers ensure that your website will be fast and not aggravate and lose users with slow load times.

☐ What steps will they be taking to ensure the site is technically sound?

☐ What steps will they take to ensure that your striking and engaging content does not come at the cost of the load time for the pages on your site?

THE "S" IN "HTTPS" AND OTHER SECURITY PROTOCOL

Something we see clients undervalue the importance of is security on their website. This step is last in our list, but probably the most important!

☐ Make sure your website designers can guide you securing the appropriate levels of security on your site.

☐ Your entire website and any subdomains all need to be secured with an SSL certificate.

☐ Do you need to follow CCPA regulations?

☐ Do you need to follow GDPR regulations?

☐ Are your web designers and developers experienced in building websites that comply with the necessary regulations?

CONSIDER 729 SOLUTIONS

If you haven't already settled on the right partners to help you tackle your project, we hope you'll give us a look. We are a team of hard-working designers, developers, project managers, and solutions architects.

We are problem solvers who come up with new ways to make technology faster, safer and easier. We are builders who create experiences and products that people love. We integrate complex systems in the simplest ways possible. We help fast-growing companies and their customers do more.

We've been engineering amazing technology for 15 years and we want to do it for you.

Reach out to our Creative Director if you have any questions, or if you found this to be useful. We love getting feedback!

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