

Healthy Website UX Checklist



- A clear call to action (customers know which action to take)
- Responsive & mobile friendly
- Simple site navigation
- Key search terms
- A fast-loading site
- Establishes credibility (testimonials, reviews, client list, case studies, portfolio, etc)
- Social media links
- Registered with Google My Business
- Registered with Google Search Console
- Set up Google Analytics
- Alt-text for images
- Transcripts for videos
- Relevant, Readable, & Relatable content
- Has an about page
- Has a contact form
- Users can easily recover from errors
- Primary action is visually distinct from secondary actions
- Clear, strong messaging
- Includes a blog
- Encourages site visitors to leave their details