



EFFECTIVE WEBSITE CHECKLIST

Courtesy of Coder Scoop, programmers of high quality web sites! <https://coderscoop.com>

ALWAYS DO THIS

- Have your entire site accessible by default with **https://** to avoid browser warnings.
- Make your site **responsive**, that is that it fits neatly in any size screen on any device.
- Give visitors **useful, practical** information. Be generous without giving it all away!
- If a login is required for some of your content, let them use their **Facebook, Google** or other social log-in via integrations, as people won't remember their passwords!
- If your site has eCommerce, give them **more than one** option to pay, not just PayPal, as many don't or won't use it!
- Demonstrate your **expertise** in the stuff you sell, whether it's a service or product.
- Publish **videos** on YouTube if you have something interesting to share / teach. Promote your web site via these videos and vice versa.
- Create **podcasts** for the same reason as videos.
- Post on Twitter, your Facebook business page, LinkedIn, Instagram, etc., and **link back** to articles and other relevant content on your web site.

NEVER DO THIS (EVEN IF THE BIG NAME SITES DO!!*)

**Big name sites can get away with stuff you can't!!*

- Use more than **two** different fonts (some say 3, but that's pushing it!)
- Use hard to decipher fonts – forget that fancy gothic or cursive font!!
- Have videos that **automatically launch**, except if it's a short background clip.
- Have annoying **pop-ups / interstitials** with advertising or other nags!
- Crowd** pages with information. Make them click to find out more if they like!
- Use **Flash** animations. Flash is hardly supported anymore so they likely won't see it!
- Use **dark** colour schemes. It may be very hard or impossible for some to read.
- Fall for **SEO scams**. The only way to get higher up in search results is by providing content that visitors and other sites will organically promote just because it's good!