

WEBSITE CHECKLIST

DESIGN BEST PRACTICES OVERVIEW

Design best practices are strategic guides influenced by user testing, user analytics, heatmapping data, and modern design trends. While many websites use common user interface or design elements, they are not always intuitive, highly functional, or accessible. These design best practices help to ensure your website keeps your citizens engaged and allows information on your website to be found easily.

(YES / NO)

CLEARLY DEFINED AND GROUPED GLOBAL NAVIGATION ITEMS

Does your website include main navigation that is easily identifiable?

- **BEST PRACTICE** : List navigation menus and buttons in a way to make it easy for users to find the content they seek.
- **TIP** : Optimize navigation with menus and buttons listed in alphabetical order to make it easy for citizens to find the information they are looking for in only a few clicks.

(YES / NO)

LARGE MEGA MENU WITH TWO-TIER SUB NAVIGATION

Does your website include a simplified menu navigation structure?

- **BEST PRACTICE** : Mega menus are easier to navigate than the typical "tree branch" structure of drop-down menus, making them ideal for local government websites that are content-rich.
- **TIP** : Use large site navigation menus to ensure citizens can find local services, documents, forms and information right from the main menu.



(YES / NO)

OPEN SEARCH BAR WITH PREDICTIVE SEARCH FEATURE

Does your website have a robust search with predictions to relevant content?

- **BEST PRACTICE** : Having an open text field for your search that can easily preview up to 27 characters of text while providing live predictions as the user types.
- **TIP** : Make sure your search box is prominent and easy to spot on your homepage.

(YES / NO)

ACTIONABLE GRAPHIC / PHOTO BUTTONS

Does your website have easy to identify and highly actionable buttons?

- **BEST PRACTICE** : Don't overwhelm your users with buttons! By having six to eight actionable buttons in a set you can help highlight important items for citizens.
- **TIP** : To ensure the best engagement, make sure your button icons or photos are relevant to the linked information.

(YES / NO)

ENGAGING NEWS ITEMS WITH COMPELLING LEADIN TEXT AND PHOTOS

Does your website contain high-quality images with compelling lead-in text?

- **BEST PRACTICE** : All images should be relevant to the page's content and should be of a high-quality resolution.
- **TIP** : Try using photos that help to enhance your messaging. Try to avoid using generic stock photos for news items as they may not help support the content of the article.

(YES / NO)

CLEALY DEFINED TITLES AND HEADERS

Does your website include major headings and titles that are clear and descriptive?

- **BEST PRACTICE** : Headings should be used to break up content and provide the user with guidance as to what information will follow.
- **TIP** : Avoid using all caps to emphasize an important point within body copy. The use of all caps decreases a reader's ability to discern the capitalized words quickly when intermixed. Bold typeface should be used as an alternative to all caps to emphasize a point.



(YES / NO)

EASILY ACCESSIBLE CALENDAR INFORMATION

Does your website feature calendar information that is easy to identify?

- **BEST PRACTICE** : Calendar listings help to engage citizens in local events, meetings, and discussions.
- **TIP** : Try to focus your calendar information on upcoming events instead of all event information.

(YES / NO)

HELPFUL SITE LINKS CONSISTENT ACROSS THE FOOTER

Does your website feature consistent links in the footer across your whole website?

- **BEST PRACTICE** : Use your footer to add popular links to every page.
- **TIP** : Add municipal contact information and links to your community's social media profiles in your footer.

(YES / NO)

ADA / WCAG COMPLIANT

Does your website meet WCAG 2.0 A and AA accessibility criteria?

- **BEST PRACTICE** : It's imperative that your website is compliant with the requirements set forth under the Americans with Disabilities Act (ADA) CivicPlus websites follow WCAG 2.0 A and AA standards.
- **TIP** : [WCAG](#) is based on four principles of web accessibility: accessible content must be perceivable, operable, understandable, and robust.

