Site Homepage Checklist

☐ **Do you have a CTA (call to action) above the fold on your site?**
What to look for: A CTA is typically a button that visually draws the user to interact and perform a certain action, usually clicking.
Why you need it: Much like travelling to an unfarmiliar city, a new website user is looking for direction. Giving a user direction will help guide them through your site with more efficiency.

☐ **Is your brand message clearly displayed?**
What to look for: A clear and prominent logo, clear value proposition, and consistent imagery.
Why you need it: Your brand messaging conveys who you are as a business. A user should see what they came to your site for upon first glance. There will be other options for the user if they aren't given the information they want or are given a path to follow.

☐ **Are you utilizing fonts and headers appropriately?**
What to look for: Fewer that three fonts, with headers and body copy distinct from one another. H1, H2, and H3 tagging on headers. Legible fonts and large enough type for comforatble reading.
Why you need it: Smooth typography practices will ease the user from looking at the content to engaging and reading it. Header tagging will improve onsite SEO, as they are what communicate site content to search engines.

☐ **Does your website have a responsive design?**
What to look for: Design elements should be consistent across devices. Take a moment to look at your website on available other devices: desktop, tablet, and mobile if you can. Make sure it is not easy to accidentally click a link while scrolling on a mobile device. Popups should appear consistently on different devices.
Why you need it: If your site isn't easily navigable on any device, you can lose a significant portion of potential users, and everything that they bring with them.

☐ **Does your site load quickly enough for a pleasing UX?**
What to look for: Run a speed test on your site.
Why you need it: As is the case with a clear message, if users are forced to wait while your site loads, they will likely navigate to a different site where they can quickly find what they are looking for.