

The Ultimate UX Design Checklist

to turn your website into your best salesperson



6 steps to a better user experience [and the questions you need to ask along the way]

Design can be the determining factor between a good or bad user experience, which ultimately affects whether or not you make that sale. You need to design with purpose, measure and analyse the data, and constantly revisit and improve on your design to eliminate weaknesses, if you want your website to deliver results.

This checklist will help you design for user experience and increase your marketing effectiveness, turning your website into your best salesperson.

Step 1 | Evaluate your business goals

Change for the sake of change is a waste of valuable time and resources. Before you decide to go ahead with your design project, make sure that you've set yourself SMART (Specific, Measurable, Achievable, Realistic and Time-based) goals. You need to ensure that you have a very clear understanding of how this project will benefit both your business and your customers.

- How will this project benefit your business?**
- How will this project benefit your customers?**
- What are your goals and objectives for your website?**
(increase traffic, generate leads, make sales, and so on)
- Have you performed a competitor analysis?**
- Have you analysed any existing data or research that could help guide you achieve your goals and objectives?**
- Do you have any existing content that could be repurposed?**
(Repurposing things like brochures, blog posts, whitepapers, and so on, will save time and resources - you don't always need to reinvent the wheel)

Step 2 | Plan and brainstorm your idea

Once you've evaluated your goals for your website, it's time to hit the drawing board.

- What did the data tell you?**
(Identify the 20% that will give you 80% of your ROI, and focus your time and resources on designing these pages first)
- Who is responsible for managing which areas of the project?**
- Who is responsible for approvals?**
- Have you performed keyword research to see which topics are being searched most frequently?**
- Have you identified your target audience and created buyer personas?**
(buyer personas are a semi-fictional representation of your ideal customer)
- Have you mapped out your buyer's journey?**
- Have you decided on a suitable format for your website?**
(Your format should make the buyer's journey as painless as possible e.g. do you need an e-store?)
- Do you have an existing style guide to ensure consistency?**
(If not, who will be responsible for creating and approving the style guide?)
- Which metrics will you use to measure the success of your design?**

Step 3 | Create your content

Excellent quality content is vital for a good user experience.

- Do you have all the copy for your website?**
- Has it been proofread?**
- Have you checked that all the information is correct?**
- Will you be including a blog on your website?**
- Have you referenced your sources and checked for plagiarism?**
- Do you own the rights for any images used?**
- Are the images the correct resolution?**
(All images need to be 72dpi and have alt-text)
- Have you included clear calls to action (CTAs) on all of your pages?**
(CTAs give users a clear next step to take)

Step 4 | Test the functionality of your design

Before you go live with your design, make sure you've thoroughly tested its functionality.

- Is your design responsive?**
(Does it display correctly on multiple devices)
- Is your design cross-browser compatible?**
(Does it display correctly on Google Chrome, Safari, Firefox, Internet Explorer, and so on)
- Is your design effective and user-friendly?**
- Is it easy for users to find what they're looking for?**
(Make sure you have a simple navigation system - users get frustrated when they have to hunt for information)
- Do you have a custom 404 error page?**
- Have you tested all your links?**
- Are all of your most important elements above the fold?**
- Have you defined break points (the fold) for mobile, tablet and desktop?**
- Are the images and icons saved compatible formats?**
- Have you included your contact details in your footer and on a contact us page?**
- Have you tested any forms or calculators to make sure they're working?**

Step 5 | Check that you've optimised for SEO

Once you're happy with the look and feel of your website, and you've tested that it functions properly, you need to make sure it's optimised for your customers (and search engines) to find it.

- Have you used SEO best practices?**
 - Keywords
 - Titles
 - Meta descriptions
 - Image alt-text
 - URLs
 - Site map
- Do you have an SSL certificate?**
- Is your page loading time within the recommended range of three seconds or less?**

Step 6 | Review your design against your goals

Once your website has gone live, you need to keep analysing its performance against your original set of goals and objectives.

- Is it being found?**
- Are your customers using the website the way that you intended it to be used?**
(Are the following the calls to action?)
- Is it functional?**
- Does it rank efficiently?**

If your design isn't performing the way you intended it to, perform A/B tests to see if there are any small changes you can make, that boost this performance. Sometimes a simple change, like using a different colour for a CTA button, can dramatically improve your conversion rates.

“Start small, see if it's working and then go and make changes to better your design as per your audience's actions.” - Darren Leishman, MD



SPITFIRE
INBOUND MARKETING

Grade your website

Your website is your digital storefront.

It's the first port of call for your potential customers and it's the best way to deliver a consistent message to your prospects. This asset needs to be designed with the web visitor's experience in mind, and used strategically to deliver the right message at the right time.

To get the most out of your site, use Spitfire Inbound's website review. Our in-depth report gives you data on the strengths and weaknesses of your website to help it become a more effective sales tool.

+27 (11) 879 – 1900

[Grade your website](#)