



USER-FRIENDLY WEBSITE CHECKLIST

- Get rid of the pop-ups (or use exit-intent pop-ups).
- Put fewer than 5 items on your navigation.
- Use 1-2 typefaces across your website.
- Use 16-24px for body copy font-size and 1.2-1.6 for line-height.
- Use H1-H6 headings appropriately.
- Break up your text with images, white space, headings, etc.
- Use a line-length between 45 and 75 characters.
- Use detailed descriptions for every images's alt tag.
- Put social media links in your footer instead of in your header.
- Put your logo in the top-left side of your page.