Webpage Layout & SEO Design Checklist for Web Developers

- [ ] Visual design is pleasing to the eye, involving thematic combinations of colours (no more than 4) and typography that compliments page design.

- [ ] No cluttered text or graphic information that is difficult to perceive.

- [ ] Correct display and usability from mobile devices are essential, along with a high page loading speed (1-2 seconds).

- [ ] Uniform style for all pages is important - the same header, slogan and menu on each page.

- [ ] Logos should be logical, clear, and clickable. When clicking on a logo, the visitor must be directed to the homepage.

- [ ] The typical location of each major element involves the logo on the top left, contacts on the top right, and the search bar in the header. In the footer, you should also be able to click a link that leads to the sitemap.

- [ ] Highlighting of links when a cursor is hovered over the hyperlink.

- [ ] A matching logo and site icon must be displayed in the browser tab.

- [ ] Highlighted call-to-action buttons, sufficiently placed on the site.

- [ ] A menu navigation must display the site's "standard" pages: "About the Company," "Product Catalog," "Reviews," etc.

- [ ] There should be a properly designed page 404: short text, identical design, contacts, and site search.

- [ ] The absence of elements such as broken links, inaccessible images & videos, unclickable buttons, and an abundance of pop-ups and media ads overlapping the main content.

- [ ] A secure HTTPS protocol.