



# GoDaddy Garage Checklist: 20 Website Design Mistakes

Have you avoided the most common website design mistakes and created a delightful experience for your visitors — or are they bouncing before they've even begun? Use this checklist to find out. **For each item:**

**Circle 0** if things are looking grim.

**Circle 2** if things are OK, but they could be better.

**Circle 5** if you're rocking it.

- 0 2 5 **Speed:** Does the website load fast on every device?
- 0 2 5 **Responsiveness:** Do things happen fast?
- 0 2 5 **Intuitive:** Is it obvious what the user should do at all times?
- 0 2 5 **Text:** Is it easy to read? Does it scale?
- 0 2 5 **Text Colors:** Is it easy to read?
- 0 2 5 **Text Heavy vs. Scanning:** Are you making your visitors read too much?
- 0 2 5 **Obvious Flow vs. Hunting:** Does the user know where to look?
- 0 2 5 **Proofreading:** Is the writing clear and well-edited?
- 0 2 5 **Elegance:** Is there enough white space?
- 0 2 5 **Annoyances:** Are there pop-ups?
- 0 2 5 **Colors:** Are they light and helpful, or bright and garish?
- 0 2 5 **Autoplay:** Does your site automatically play music or videos when the home page loads?
- 0 2 5 **Navigational Simplicity:** Do you have lots of deep menus, or just a few?
- 0 2 5 **Contact:** Is it easy for prospective customers or business partners to reach you?
- 0 2 5 **Search:** Does your search engine work? Does it provide the right info?
- 0 2 5 **Above the Fold:** Is it immediately obvious what your business is and what your website is for?
- 0 2 5 **Timeliness:** Is your pizza place talking about your Spring 2014 Free Wings Special?
- 0 2 5 **Error Handling:** What happens when someone goes to an invalid URL or moved/missing page?
- 0 2 5 **Special Offers:** Are you giving the visitor something motivational?
- 0 2 5 **Real-World Feedback:** What do other people think about your website?

All done? **Add up your points and let's tally your score:**

- 100** Go out for pizza tonight and celebrate! Focus on other aspects of your business, because your site is fine.
- 80-99** Nice job, but there's always room for improvement. Talk to your web guru, but don't make it a priority.
- 60-79** Good effort, but you need to prioritize usability and design. Try to fix them within the next month.
- 30-59** Your site has a lot of usability problems. Bring in a consultant; develop a plan for having a redesigned site soon.
- 0-29** Your site may be actively hurting your business. Consider taking it down until you can replace it with a better one.

Website? Check. Now turn it into a customer magnet.  
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