

# Best Practices

---

Creating a new website page



**1**

## **Overview**

Briefly describe the purpose and goal of this page.

**2**

## **Key Objectives**

List the main objectives or outcomes you want to achieve with this page.

**3**

## **Target Audience**

Identify the intended audience for this page. Consider their needs and preferences.

## 4

### Content Guidelines

Clarity and Conciseness:

I've keep the content clear, concise, and easy to understand.

Use Headings and Subheadings:

I've organised the content using headings and subheadings for better readability.

Keyword Research:

I've performed keyword research and incorporate relevant keywords naturally into the content.

Engaging Media:

I've used high-quality images, videos, and interactive elements to enhance user engagement.

Call-to-Action (CTA):

I've Included a clear and compelling CTA to encourage user actions.

Links:

I've added and checked all internal and external links to relevant sources for further information.

Mobile Responsiveness:

I've ensured the page is fully responsive and accessible on different devices.

Avoid Jargon:

I've used language that is easily understandable and avoided unnecessary jargon.

Form fields:

I've added the required form field to the page (if custom html code required, insert into the field below)

Proofreading:

I've thoroughly proofread the content for grammar, spelling, and punctuation errors.

Consistent Branding:

I've maintained consistent branding elements (logos, colors, typography) with the rest of the website.

## 5

### Design Guidelines

Layout:

I've created a clean and intuitive layout that guides users through the page's content logically.

Whitespace:

I've used ample whitespace to avoid clutter and improve the page's visual appeal.

Font Selection:

I've chosen fonts that are easy to read and consistent with the overall website design and branding.

Color Scheme:

I've Selected a harmonious color scheme that aligns with the website's branding.

Images and Graphics:

I've supplied all website ready images and graphics that support the content and enhance the user experience.

Consistency:

I've ensured the page's design is consistent with the rest of the website's design.

## 6

### SEO Best Practices

Meta Title and Description:

I've optimised the meta title and description for search engines and users. (add meta data into field below)

URL Structure:

I've created a clean and descriptive URL for better search engine visibility. (add confirmed URL into the field below)

Image Alt Tags:

I've used descriptive alt tags for images to improve accessibility and SEO.

Header Tags:

I've used header tags (H1, H2, H3, etc.) to structure content and highlight important sections.

XML Sitemap:

I've included the page in the website's XML sitemap to improve indexability.

## 7

### Accessibility Considerations

Alt Text for Images:

I've provided descriptive alt text for all images to ensure accessibility.

Headings:

I've used heading tags (H1, H2, H3, etc.) to structure content for screen readers.

Color Contrast:

I've ensured sufficient color contrast for text and background elements.

Keyboard Navigation:

I've tested the page's accessibility using only the keyboard for navigation.

Form Labels:

I've included clear and descriptive labels for all form elements.

## 8

### Testing and Optimization

Browser Compatibility:

I've tested the page on different browsers to ensure compatibility.

Performance Optimization:

I've optimised images, code, and scripts for faster loading times.

Forms:

I've tested the forms and are collecting all necessary information

Hotjar:

I've added the page to Hotjar to test heatmapping and user interactions

User Testing:

I've conducted user testing to gather feedback and made necessary improvements.

**Additional Notes**

Include any other specific guidelines, requirements, or notes relevant to this page.



NEONCOLLECTIVE.ONE