Homepage review checklist

- [ ] 1. The main headline explains the offer or useful outcome in plain words.
- [ ] 2. The supporting sentence identifies who the offer is for and adds meaningful detail.
- [ ] 3. The opening image or visual supports the explanation rather than competing with it.
- [ ] 4. A first-time visitor can explain the page's purpose without scrolling through several sections.
- [ ] 5. The primary action fits the visitor's stage and uses a clear verb.
- [ ] 6. Secondary actions are available without having equal visual weight.
- [ ] 7. Navigation labels describe destinations people can recognise before clicking.
- [ ] 8. The logo links home and the main routes work consistently across the site.
- [ ] 9. Claims are specific and supported by information you can verify.
- [ ] 10. Testimonials, client logos, and case studies are genuine and used with permission.

Observations and next action

Homepage review checklist

- [ ] 11. The page explains the service, process, product, or content well enough to support a decision.
- [ ] 12. Visitors can find who is responsible for the business and how to contact it.
- [ ] 13. Text remains readable with clear contrast and sensible line lengths.
- [ ] 14. Images have appropriate alternative text, with decorative images identified as decorative.
- [ ] 15. Important controls can be reached and understood using a keyboard.
- [ ] 16. Forms have visible labels, clear requirements, useful feedback, and an appropriate privacy explanation.
- [ ] 17. The mobile layout has a sensible reading order, usable navigation, and comfortable touch targets.
- [ ] 18. Every main link reaches the intended page without a broken destination or unnecessary redirect chain.
- [ ] 19. The page's images and embeds have defined dimensions, and below-the-fold media is handled appropriately.
- [ ] 20. Someone has followed each important action through to its actual outcome before launch.

Observations and next action