Here is a checklist to help you review your partner’s site:

No grammar and spelling errors

No jargon. Use your site visitors’ words.

Active voice is used. Use I, we, and you consistently.

Put yourself in the visitor’s shoes. Can you quickly and intuitively accomplish your goals? Can you clearly identify the purpose of each page you visit?

Text is broken up into useful sections for readability.

Images are relevant for the context of the page.

Images in page headers are appropriate. The largest background image only on top-level/homepages.

Headers are appropriate for pages.

Eliminate unnecessary and needless words to reduce noise and make useful content more obvious.

Use meaningful links, not just ‘Click Here’.

Page headers match the page name. If these do not match, then visitors will have a hard time navigating your site.

A screenshot of a cell phone

Description automatically generated