

✓	Design
	<b>Is all text easy to read?</b> No small fonts or light grey text
	<b>Is any text in sentence case?</b> Capital letters, even for headings, are harder to read
	<b>Did you use one unique link colour?</b> One that stands out from the rest of the design
	<b>Did you run a 3-second test?</b> Can people immediately tell what your page/offer/service/company is about?
	<b>Is your navigation optimised?</b> Does your navigation only show the most clicked items based on analytics/heatmaps?
	<b>Is your navigation 'sticky' on scroll down?</b> This makes it easier for users to navigate and enquire
	<b>Is there a 'click to call' in the header navigation</b> Adds convenience for the user
	<b>Is the logo in the top left and clickable to return to the homepage?</b> This will increase brand recognition by x7
	<b>Can the most clicked pages in the navigation be accessed on a mobile without using the hamburger menu?</b>
	<b>Does every page have one primary conversion action?</b> There should be no dead-ends on a website
	<b>Are your images authentic?</b> Users don't trust stock photos
	<b>Did you remove any sliders or video backgrounds?</b> They are distractions and don't add to the users experience
	<b>Does your homepage focus on the primary goals of the visitors?</b> Make the most relevant information easy to find
	<b>Is the brand identity (logo/colour) prominent?</b> Don't introduce non-brand styles
	<b>Is there message matching?</b> Is the copy, images & promise of the referring media (GDN, Social) articulated on the page?
✓	Copy
	<b>Did you use bullet lists to highlight features instead of paragraph text?</b> People don't read, they scan
	<b>Did you remove the 'fluffy' stuff?</b> Only keep content if it is relevant to achieving the conversion
	<b>Did you put everything that belongs together on 1 page?</b> Make it easy for the user to find what they are looking for
	<b>Did you write copy based on 'what's the goal of my visitors'?</b> Not on 'what's the goal of my website'
	<b>Did you tell user's what you want them to do?</b> Make it clear what the next step is, either a link or conversion
	<b>Did you put emphasis on how your products/services solve users specific problem?</b> Rather than on the the product/features themselves?
	<b>Is your headline focused, relevant and compelling?</b> One that answer questions, reinforces motivation & addresses barriers
	<b>Does the headline message match?</b> Is there a logical connection between ad/source and headline
	<b>Did you keep a consistent tone of voice?</b> One that is consistent with the brand identity
	<b>Is the copy easy to read and without technical jargon?</b> Try to make all the copy as digestible as possible
	<b>Does the copy manage expectations?</b> Ensure users know what to expect to minimise disappointment

Website

✓	Enquiry Forms
	<b>Is there a privacy policy visible near the CTA?</b> This helps build trust and security
	<b>Are the labels above the fields?</b> This has proven to be the best for UX
	<b>Are radio buttons/check-boxes displayed vertically?</b> Horizontally is not as user friendly
	<b>Did you use a drop-down list for less than 7 choices?</b> If so, switch to radio buttons
	<b>Did you remove all negative thinking?</b> Phrases like "we never spam" are actually harmful
	<b>Does your form have a progress bar if it is more than one page?</b> This helps manage user's expectations
	<b>Did you explain why you needed personal information?</b> If asking for a phone number you need to validate why it is required
	<b>Did you explain what the user can expect after they click the button?</b> Managing expectations increases conversions
	<b>Did you test the form on both desktop and mobile?</b> Sometimes the form can be hard to fill out on mobile when the keyboard appears
	<b>Does the form make sense on its own - independent of the rest of the page?</b> It needs to be self contained with a header, subheader etc
	<b>Does the form have a heading and subheading?</b> Users need to be able to know what the form is about without relying on the rest of the page
✓	Call-To-Action (CTA)
	<b>Does every page have a CTA?</b> No page should be a dead end
	<b>Do you only have 1 primary CTA per page?</b> Multiple CTAs cause confusion
	<b>If you have a secondary CTA, is it subtle and not conflicting with the primary CTA?</b> Each page should only have 1 primary objective
	<b>Does your CTA answer the question "When I click the button, I'd like to: (insert phrase)?"</b> Never use the words 'send' or 'submit'
	<b>Does your CTA begin with a verb?</b> Action words like 'Get...' are the best
	<b>Do you have a reassuring message near your CTA that will let users know what to expect when they click the button?</b> Need to manager expectations
	<b>Is the CTA in contrasting colours from the rest of the page?</b> It needs to stand out
	<b>Does your CTA look like a clickable button (not just a text link)?</b> It needs to stand out