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**Home Page Design Criteria:** Without having to scroll...

1. Does it make it obvious where you are?  
***What is the purpose of this site?***
2. Does it make it clear what the content of the site is?  
***What can be found here?***
3. Does it make it clear what the navigation options are?  
***Is it obvious where to click next?***
4. Do the words/links/headings quickly "register" with the right audience?  
***Do they really get the phrases?***
5. Would the links make sense to a stranger?  
***Does the link need one or two more words to be clear?***  
***Could the link text be shortened and still make sense?***
6. ***Is all important/most-used content visible at the same time?***  
About 900px by 750px
7. Is there wasted space?  
Large scale images are only needed on photo sites.  
***What is the minimum size the images need to be to "work"?***
8. Are the keywords in the links, titles and messages, ones that the intended audience can easily understand?  
***What did they type in at Google?***

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**Basic Design Criteria For Every Page:**

1. Is contrast used to make the information easy to understand?  
***Show categories clearly. Avoid very long lists.***  
***Things that are different should look different.***
2. Are the images an appropriate size for their use/importance?  
***Page size is very limited.***  
***If it is there, it has a purpose important to the business.***  
***If it is big, it has to be very important to the business.***
3. Are there too many fonts styles for a good design?  
***Change font when you want to make organization clear.***  
***Or when you want to make one or two things stand out.***  
***Otherwise don't!***
4. Are the colors good for reading text?  
***You need brightness contrast for ease of reading.***  
***Dark against light is best.***
5. Is alignment used to give the page a visual structure?  
***Align every element with something else somewhere.***
6. Is there a ***home link on every page?***
7. Is there a ***site identifier on every page?***