WINNING WRITER'S WEBSITES

Do you have a winning website? Evaluate your site using the following rubric:

A. DESIGN
　1. Clean
　　a. Is everything in its place?
　　b. Do elements make sense where they are?
　2. Layout
　　a. Is the layout attractive?
　　b. Is it too blocky? (good design is fluid, has variations)
　　c. Is it balanced? (left and right justification, particularly images)
　3. Colors
　　a. Are they themed? (no more than five main colors)
　　b. Are they used consistently? (especially hyperlinks)
　4. Fonts
　　a. Are they harmonious? (one block, one script)
　　b. Are they used consistently? (same font for same element)
　　c. Are they easy to read? (large enough, enough contrast with background)
　　d. Are they web-friendly?

B. FUNCTION
　1. Speed
　　a. Does the site load quickly?
　　b. Are graphics slowing the site down?
　2. Navigation
　　a. Is the menu bar visible and static? (no clicks to locate menu bar)
　　b. Do the menu tabs have sensible names?
　　c. Are there Home, About, and Contact tabs?
　3. Responsiveness
　　a. Does the site look clean on all devices? (desktop, tablet, phone)
　　b. Do graphics automatically resize for all devices?
　4. Link Strategy and Operation
　　a. Are pages internally linked to others? (lengthens visits)
　　b. Do links to other sites open in a new browser tab?
　　c. Do all links function correctly?

C. CREATIVITY
　1. Mood
　　a. Does the overall look match your writing genre?
　　b. Do colors and fonts match?
　　c. Do they evoke the mood you want to create?
　2. Graphics
　　a. Are all graphics clear? (not fuzzy or pixelated)
　　b. Are images relevant to nearby text?
　　c. Are all graphics licensed? (not copyrighted, free to use on a commercial site) www.pixabay.com ; www.pexels.com ; https://unsplash.com
　　d. Are all graphics appropriately sized? (not too large/small for visual space, no more than 500MB file size)

3. Animation
    a. Does the site have animation on any elements? (it should, for interest)
    b. Does the animation make sense? (draw attention to important element)
    c. Are animations overdone or intrusive?
4. Videos
    a. Is the site linked to video content? (embedded or YouTube)
    b. Are videos too long? (no more than five minutes)
    c. Are words intelligible?
    d. Do videos have a professional appearance?

D. CONTENT
1. Meaningful
    a. Does the site express your faith or point of view?
    b. Is content relevant to the purpose of the website?
    c. Is content best suited to website, not social media (some content better for Instagram, Pinterest, Facebook, etc.)
2. Well-written
    a. Does your writing have any spelling or grammar mistakes?
    b. Is your content creative and engaging?
    c. Does your content show off your best writing?
3. Is all content current?
    a. Are all time references correct?
    b. Is your latest blog less than one month old?
    c. Are graphics dated?
4. Does your site contain interactive content?
    a. Interactive content requires a response from visitors. (surveys, quizzes, questions, comments, etc.)
    b. Are comments enabled and answered?
5. Are social media links prominent, identifiable and correctly linked?
6. Are "call to action" features prominent and operational?
    a. Can visitors subscribe to your newsletter?
    b. Can visitors follow your blog?
    c. Can visitors find/purchase books or items for sale?

FOR INSPIRATION[*]:

Design trends:	designmodo.com/
Clean Design:	platlit.com/
Font Trends:	www.typewolf.com/
Graphics:	dropbox.design/
Book Videos:	michelechynoweth.com
Scrolling/animation:	www.andyhau.com/
Genre appropriate:	tracycrump.com; lorettaeidson.com/
Call to Action:	www.seriouswriter.com/
Content presentation:	www.nytimes.com/interactive

*This list of resources does not necessarily represent an endorsement of the content and/or services represented.

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