



It's Only Beautiful
If It Works

x

x

x

x

x

x

x

x

x

▼

▼

▼

▼

▼

▼

▼

▼

▼

▼

Website Design Checklist

Let's be honest:

Most small business websites fail to perform and look unprofessional.

And sometimes, it happens at the worst moment: right when you're about to close a deal, a potential client checks your site... and ends up walking away.

Poor design choices, cluttered layouts, and off-brand visuals don't just make a site forgettable, they can actively cost you opportunities.

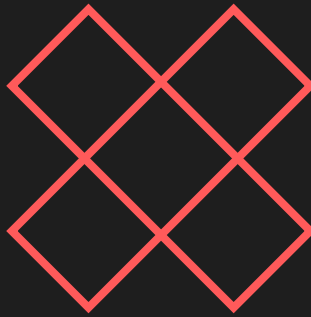
The good news?

With a few simple design principles, you can flip that around and create a website that looks polished, communicates your value clearly, and guides visitors toward action.

This checklist gives you the essentials:

what to avoid, what to do, and how to structure a landing page so your site finally works for your business.

BEFORE



Poorly Designed Website (DON'Ts)

×

×

×

Cluttered, messy layout

×

×

×

Misaligned sections

×

×

×

Too many fonts

×

×

×

Off-brand/random colors

×

×

×

Walls of text

×

×

×

Low-quality or stretched images

×

×

×

No white (breathing) space

×

×

×

Confusing flow,
no clear CTA(s)

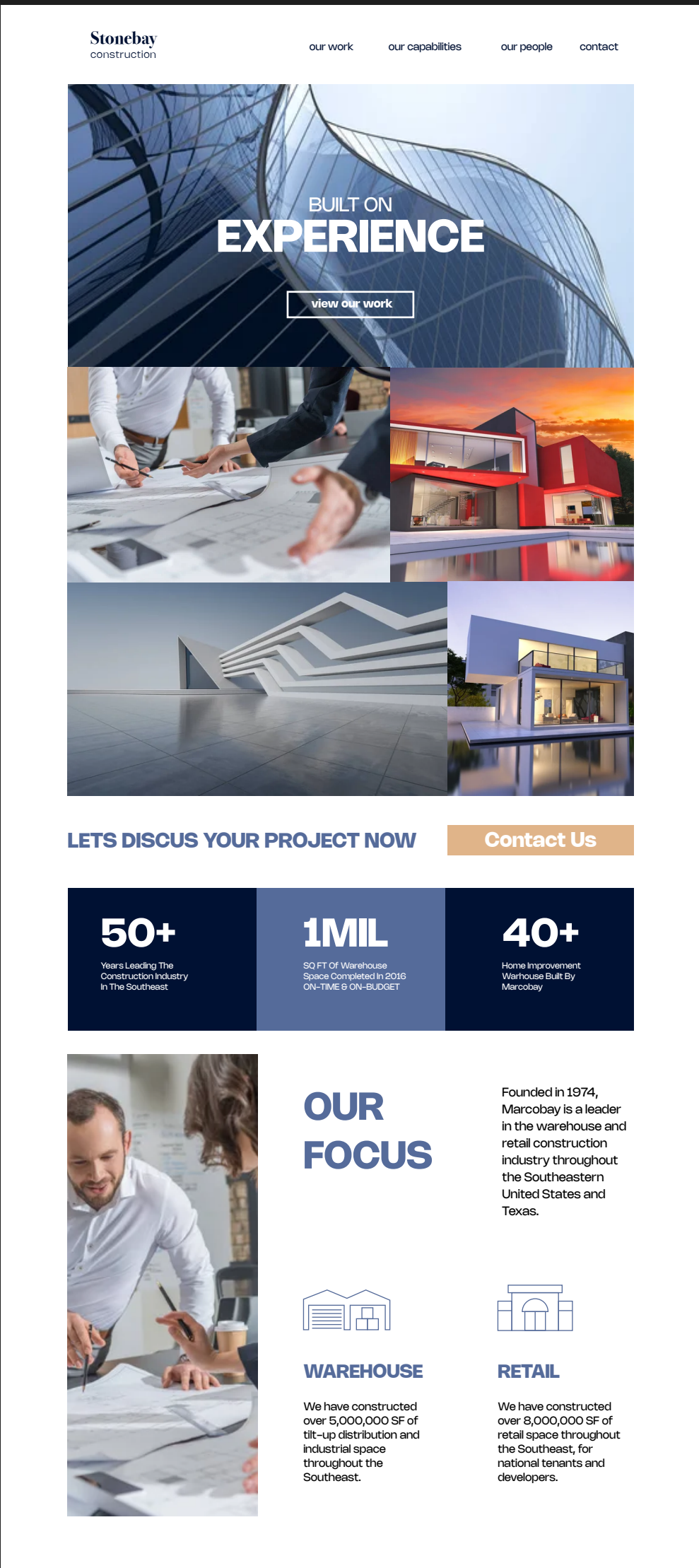
×

×

×

Hard to read (tiny fonts, low
contrast, cut-off text)

AFTER



Well-Designed Website (DOs)

✓

✓

✓

Clean, consistent layout,
elements alignment

✓

✓

✓

Clear hierarchy
(headings, text blocks)

✓

✓

✓

One font family, consistent
styles

✓

✓

✓

Cohesive brand colors

✓

✓

✓

Balanced text + visuals

✓

✓

✓

High-quality, properly sized
images

✓

✓

✓

Smart white space

✓

✓

✓

Logical flow
(problem | solution | CTA)

✓

✓

✓

2–3 clear, consistent CTAs

✓

✓

✓

Easy readability &
emotional connection

Book a Call

Instagram



brutko.com



contact@brutko.com