Hot Links

No duplicate links in the same area on the same page of application.
Make sure links work and open in a new window, so they don’t take the viewer out of the map app.

Pop-ups

Easy to understand titles.
Hide unwanted fields, and use aliases to change fields that are all CAPS to lower case, so it is easier to read.
Consider a custom attribute display to put your pop-up table data into a paragraph.
Change main title in pop up to singular tense.
Make sure your year does not show up with a thousand separators (comma).

Images/Videos

Make sure they appear & check back often to make sure the link is not lost.

Legend

Make sure the legend names have easy to understand titles.

Color

Make sure all colors standout on the Web Map App backgrounds. Some settings such as the drop down legend background cannot be changed.

Other Suggestions

There should be no mystery surrounding your Web Map Application. All colors, symbols, etc. should be clearly defined either in a legend or in text.
Make sure you are using the right Story Map to tell your Story. There are many different templates, use the one the best portrays your data.

URL