

Ten Website Dos

- 1. SHOW YOUR STUFF.** Just as your company needs a distinctive brand, your website needs a distinctive personality. Think about what light you want your business portrayed in, and let it shine.
- 2. KEEP IT CLEAN.** A great website combines crisp design, meaningful content and logical organization. Edit out anything that isn't enhancing your message.
- 3. THINK LIKE THE USER.** Understand what motivates your audience. Remember to give them what they want instead of just what you want to show.
- 4. STAY CONSISTENT.** Set standards and follow them throughout your site. Each page should look like it belongs and all content should sound like it comes from you.
- 5. UPDATE FREQUENTLY.** Encourage repeat visitors by giving them new information and an easy way to find it. Update your site at least monthly.
- 6. ADD VALUE.** Become an information resource for your visitors. Provide links to the tools they need and information that benefits them.
- 7. ENABLE FEEDBACK.** Make it easy for visitors to get in touch with you. Provide contact information on every page.
- 8. ENCOURAGE ACTION.** Guide users to take the next step. If you are selling, make it easy to buy. Teaching? Make it easy to learn.
- 9. HAVE A PLAN.** Set objectives for your site, and design with those in mind. Set a method for measuring success.
- 10. LET US HELP.** At Widow's Peak Web Design, we work with you to understand your audience and develop a site to meet **their** needs. Please feel free to take a peek at what Widow's Peak can do:



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Ten Website Don'ts

1. **ASSUME ANYTHING.** Instead of assuming visitors can find their way around your site, lead their way. Design your site to be user friendly and attractive for first time visitors as well as repeat users.
2. **KEEP THEM GUESSING.** Nothing is more frustrating than confusing navigation or dead end pages. Visitors will leave if they get lost.
3. **HIDE BEHIND DESIGN.** Good design should showcase your content, not overshadow it. Blinking rarely means better.
4. **BE AFRAID OF CHANGE.** There is nothing wrong with starting small as long as you continue to grow. Content gets stale rather quickly, so take advantage of this dynamic medium and update often.
5. **SACRIFICE USABILITY.** Intelligent design should make your information visually pleasing . . . and functional. Ease of use doesn't have to equal lack of substance.
6. **OFFER TOO MANY OUTS.** External links can be invitations to leave your site. Try to keep your visitors focused instead of distracting them away.
7. **MISS THE POINT.** Your site design should support your objectives and show off your strengths. Keep your goals in mind throughout the design process.
8. **BREAK THE RULES.** The eight-second rule, that is. Each page should take no more than eight seconds to load. Keep graphics tight and relevant.
9. **FORGET TO TEST.** Test the site with different browsers, connection speeds, operating systems, monitor sizes and screen resolutions. Check all the links, and spell check. Again.
10. **DO IT ALONE.** At Widow's Peak Web Design, we work with you to understand your audience and develop a site to meet **their** needs. Please feel free to take a peek at what Widow's Peak can do:



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