



On Your Way To A Better Website

- 1. Hire a Professional** Buying a frying pan and a cookbook does not make you Emeril Lagasse nor does a computer and a book on HTML make you a web designer. The first impression of your business is a lasting one. If your website does not represent you well get help. Would you allow your nephew to run the business finances, then why let him mold your web presence that represents your company 24-7.
- 2. Use Photographs, Diagrams, Renderings whenever possible** Clipart has lost its popularity on the web. New modern sites prefer to use photographs, diagrams and renderings.
- 3. Don't Mismatch URL & E-mail** If the contact information at www.mysite.com lists johndoe@hotmail.com, visitors will question your professionalism. It is more professional to use your domain name/URL in your e-mail address than one of the free services. Have your website e-mail forwarded to your preferred e-mail address. No matter where you move your account your e-mail can always remain the same.
- 4. Use Flash Sparingly** Flash was never developed to be used for the web and significantly decrease you chances of being search engine friendly. Most people are too busy to sit through a video to get to your information.
- 5. Put your Contact Information and Services on your Home Page** Web visitors want to know what you can do for them and how they can reach you. Don't overdo putting your about us information on the home page.
- 6. Update Your Site** Current content is important for good search engine placement. Update your site at least every 6 months.
- 7. Horizontal Scrolling = Sloppy Design** Visitors do not want to scroll horizontally.
- 8. Centered Text is Used for Titles** English language readers are taught to read left to right. Reading a whole page of centered text can be tedious. Your visitors will not come back.
- 9. Consistent Use of Your Company Brand is Important** Each page of your website should use the company branding image.
- 10. Superlative Text Needs Supporting Statements** Supporting statements must be written to correspond with uses of superlative text such as "state of the art", best, cutting edge
- 11. Search Engine Optimization is Essential** You must have meta tags for each page, a search engine sitemap, links from other sites and have some do keyword research.
- 12. Avoid Using Alternative URLs** Try to avoid using alternative URLs like .net, .us. Most people type in .com.
- 13. TEST TEST TEST** Your site must be tested in all browsers, platforms, operating systems before it goes live.
- 14. KISS Kept It Simple** Keep your website simple. The new generation of web is people driven and your website must live up to their expectations. It must be easy to find and easy to navigate. The material present must have rich content and features that enhance not distract from the overall experience.

