

Top 10 Tips for a Great Web Site

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1. Stay Current

If something important happens today, don't wait till next week to put it on your site.

2. Make it User-Friendly

Try to make everything a 1 or 2 click minimum, make your layout easy to navigate, make your section headers easy to figure out, and provide your main section "buttons" on every page.

3. No Broken Links

Once they're gone, they may not come back.

A web site is always a Work In Progress...something up is better than nothing.

4. Don't take too long to load.

Same point as #3...even if it's info they want to have, make at least some of it readily available, with more details downloadable.

5. Be Consistent

Every page should have the same look, colors, fonts, layout, etc. If they're not, your users will think they've gone on to a different web site.

6. Make it Interactive...but in a practical way.

Search tools, interactive calendars, customized maps, accessible photos, audio or video, can all be ways to capture your user's attention as well as providing them with great information.

7. Be Unique

Take a look at your "competitors" and see what they're doing that you can do better or in a different way. Also, look at leaders in your industry all over the country and see what works for them...they say that "imitation is the sincerest form of flattery."

8. Know Your Audience and never let them go.

Make sure you design your content, layout, etc. to target your ultimate audience. And make sure you have an easy way to sign up for your Email Newsletter.

9. Make it Printer Friendly

Try not to "frame" your web site or make the background some funky color, as it will never print out like you originally designed. And make sure your copy fits within a regular "portrait" print format, so none of it gets accidentally cut off.

10. Link it, baby, Link it!

Whether it's a link from the Arts Council web site, or the Huntsville Times site (www.al.com), or About Huntsville.com, Google, MySpace, YouTube, or even your best friend's neighbor's son's blog, try to get your web site linked anywhere your target audience might be looking. There's a reason it's called the World Wide Web....Every site is connected to some other site, and so on and so on....and try to reciprocate other "partner" sites when you can, including your wonderful patrons and sponsors.