

Top Ten Website Tips

10. Use white space wisely. Don't let the space get too crowded and confusing.
9. Don't underline words if they're not links. Links should be blue or underlined, or both. The text of a link should describe what's being linked to. You should never use words like "click here" as the link text.
8. Keep a Website current to give visitors a reason to return.
7. It is a good idea to open links to other websites in a new window. That way your visitors can easily return to your site when they are finished browsing the external link.
6. Make sure the most important content is visible without scrolling.
5. Keep the readability level below the reading level of your audience.
4. Make text large enough to be read easily. Choose one size larger than the smallest text you can comfortably read.
3. Use contrasting colors or simple backgrounds to make your text easy to read. Use a limited number of colors. Four or five colors and black and white are best.
2. Make sure full navigation is available on all pages.
1. Content is the most important element. Have a purpose and stick with it.