

WEB SITE DESIGN

CHECKLIST

- Viewers browsing the web have eight seconds worth of patience while waiting for your pages to load.
 - This is especially true for home pages.
 - This is especially true for children.

- Show Style.
 - When the first screen from your web site appears on someone's monitor, it should portray your site in a distinctive light.
 - Design with the user in mind.
 - Usability should not constrain good design.
 - Good design should create a very usable site.
 - Functionality and design should blend together to create a positive user experience.

- Make your site easy to follow.
 - A good site should not require a manual to learn how to use it.
 - Create a logical taxonomy and integrate good navigational tools.
 - Design your site so that people constantly "guess right."

- Don't let viewers get lost.
 - If someone gets lost in the middle of your web labyrinth, they'll most likely leave.
 - Help them stay on the track.

- Your pages should have content.
 - What good is it to have a web site if the content is useless?
 - Javascripts and animated GIFs are no substitute for useful, meaningful content.
 - Write something worth reading.

- Write well.
 - Choose a standard dictionary and use it.
 - Determine a style and stick to it.
 - Consistency is key throughout.

- Find someone with editing skills and have him or her read all copy before posting.
- Writers should not be the final reviewers of their own words.
- Don't forget to run spell check one last time before publishing.

- Enable visitor feedback.
 - Give viewers a way to offer praise, make suggestions, and ask for clarification.
 - Make it easy for them to contact you.

- Be sure to test and get feedback.
 - Show the site to outsiders and document their experiences.
 - Watch them navigate.
 - Note their body language as pages appear on the monitor.
 - Most importantly, let them control the mouse.