WEBSITE BUILDING TIPS

GIVE CAREFUL THOUGHT TO YOUR SITE NAVIGATION.

Use short and concise titles in your tabs and menus. You want visitors to find what they are looking for quickly and easily. Remember, even though it is tempting to stray from the norm, visitors will expect to find your site's menu to be pretty standard, in the top right corner or in the header of a website. If it is not, ensure it is highly visible on every page.

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USE CONVERSATIONAL ENGLISH

unless the site is for an academic presentation or audience. Writing in a conversational tone will help readers connect with the content and you. As a bonus, we find writing as we would talk helps to prevent writer's block. The words tend to come out easier and flow more naturally.

MAKE YOUR HOME PAGE AND EVERY PAGE CLEAR, CONCISE AND TO THE POINT.

The home page is seen by many as the first page readers see when they enter your site. However, if a reader finds your site from a Google search or via a social media link, they may be taken to another page first! That all being said, the home page is where readers will expect to find the site's purpose, so be sure to include that up front!

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USE IMAGES TO TELL THE STORY,

and where possible, create infographics, charts or diagrams. Reading can be time-consuming; it can take a lot longer to read a block of text than it can to analyze an infographic.

GIVE YOURSELF MORE TIME TO EDIT THAN YOU THINK.

Try to make your site as user-friendly as you can. Make sure you allow a lot of time to work on perfection, there is nothing worse than reading a site full of errors.

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