



Kinetic How 2 Guides: Top Website Tips

There is no definitive way to go about creating your website - it will be different depending on what business you are in, who you want to communicate with and what you want your website to do. However, there are plenty of wrong ways of going about it.

This quick guide will give you something to think about when designing or re-designing your website. If you'd like some more detailed, personalised feedback then please give us a call.

For some people, the design of the site is the most important part; they believe that as long as the website looks good people will visit it.

But, even though the design is important, there are lots of other considerations for building a really good website.

A user-friendly and easy-to-navigate website - where you can get all the information you need - is more important than having a site that is aesthetically brilliant.

Navigation

- The navigation should be self-explanatory and you should be able to get to every key page on the site in a maximum of three mouse clicks
- Make it easy to navigate back to the home page from every page on the site
- Keep it simple so that people can find their way through the website to the information they need
- Don't overload people with information - make sure that content is relevant and what people need
- Make sure that the basic navigation (home, contact, search) is available on all the pages

Search Engine Optimisation (SEO)

- Good websites are optimised to search engines: What is the use of a good website if nobody will find it?
- Make sure that the search engine can process the content on the website. Flash elements, for example, are poison for the search engine - it won't be able to read them. Therefore, only use multimedia elements (animations, movies, games) in addition to key content, not as the only way of showing it.



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Design

- Make sure the logo and name of the company are on every page. Keep it subtle though - people don't like to be constantly bombarded with advertising
- The design should fit the target group - do some research and find out what people prefer
- Keep it consistent and make sure that you are building a site that is DDA compliant and meets the W3C standard - www.dda-compliant.com
- Don't use too many different colours - they will confuse and distract the reader and you will lose the impact
- Avoid fonts which are difficult to read. Often, to ensure that people can read the site on different types of browser, you will need to stick to a simple font
- Avoid using too many or too few pictures. While pictures can work well to show visitors to the site what you have to offer, they can also increase the loading time of the site and suggest that you lack substance. It should be about striking a balance
- Make sure you caption up all photography, images, graphs, etc so people know what they are looking at

Content

- Ensure your content is right for the people who will be using the site. What previous knowledge does the user have? How easy will they find it to navigate the site? Is everything they want to know on the site?
- Share your knowledge and passion. Give something to the visitor to build feelings of reciprocation
- Avoid too much or too little text on the website. People will be looking for bite-size chunks of information, not long essays. Long sections of text without evidence are as bad as short, superficial sections. Make it as clear and brief as possible
- The content has to be correct and accessible - a website with spelling or grammar mistakes will not be taken seriously.
- Don't repeat yourself on the website - the important information has to be available quickly

For an example of a website that gets a lot of this right, take a look at www.bbc.co.uk.