

As a potential website client here is a list of basic principles I follow when building a website. If you are serious about a website, please do your homework and carefully consider the “content & about” elements listed below.

Visual design: I don’t know about you, but if I go to a web site that is not visually pleasing, it is a quick turn off. You don’t need over the top visual design – but if a site hasn’t been updated in 10 years, it’s a real turn off and most people won’t come back for a second visit and they certainly won’t remember your site.

A clean and simple design is usually all you need. Your site should simply display who you are and what you do in a visually attractive manner. An eye-catching design will, at the very least, grab their attention long enough to take a look around.

Content: This is where you, the “client” come in. It’s important to provide helpful, knowledgeable information about your company, products, services, etc. Go through pictures and select one’s that are eye appealing and make a statement about you or your product.

About: This is probably the hardest page for clients. It’s hard for people to write about themselves, trust me I know, but it is critically important. After the “Home” page, statistics show the “About” page is the most clicked on. It’s simply because people are curious and they want to know “who” is behind a product or service. I know it probably seems silly to you, but a picture of yourself really satisfies curiosity among potential clients. Include information on your background and how it pertains to your own business and expertise, etc. The about page gives potential clients a little bit more information about you, helps create a more personal bond and people will gain a sense of connection and be able to relate to you on another level. Again, experts say “a potential client will select the company with a “real” person behind it, rather than the faceless organization that refuses to get even a little bit personal.

Navigation: When designing a website, I try to make sure navigation is easy to spot and consistent throughout the entire web site. It is important for users to know where to click both in terms of your primary navigation, as well as for links within your content areas. Most web professionals agree that the primary means of navigation should be located at the top of your page. Navigation elements should be placed in the same spot throughout the various pages of your web site. I also like to duplicate the primary navigation, placing it at the bottom of web pages to ensure “ease of navigation” throughout.

Contact: It is recommended that you provide both an email and a phone number. Mailing addresses are also recommended.