

Web design do's and don'ts

Make sure that there is always a link to your home page on all other pages of your site.

Use animation and colourful graphics, but sparingly. Too many will cause slow downloads and put people off from visiting again.

Make a plan before beginning a design. The theme and style should be consistent throughout to aid navigation.

Have at least one part of your site that is regularly updated to encourage return visits.

Add some sound, interactive buttons and, perhaps, a flash of animation, but don't over do it.

View your finished site in both Internet Explorer and Navigator — it might be great in one and off-colour in the other.

Publicise your site by registering it with as many site engines as possible. Use as many of the appropriate key words that you can.

Ensure visitors can contact you; a link to an e:mail address is one of the best ways.

Don't use large graphics because of long download times.

Don't flood the page with lots of different typefaces. Choose two, a serif and a plain one.

Don't let your site stagnate and don't create a newsboard if you can't be bothered to update it.

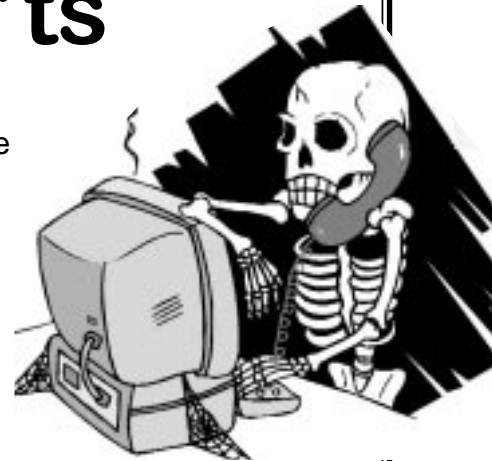
Don't put under construction banners on your page. A small page which can be built up is better.

Don't use large blocks of text — reading on a computer can sometimes be boring.

Don't patronise youngsters, they are, probably, more computer literate than you.

Don't use bright, gaudy background colours as they can cause headaches and distract surfers from the real task — reading your site.

Don't overcrowd the page. The eye and the brain need to flow around logically.



Do consider your reader, don't let ego spoil a good page