

KISS and tell techniques for (Keep It So Simple) those who want to weave webs

Some suggestions for putting together a web page.

Getting known:

Register with search engines: Each search engine's site explains how to do this. Categorise your site with key words familiar to your audience.

Remember to update regularly so you don't go to the bottom of their list. searchenginewatch.com is a useful site to visit

Use Meta-tags: You control the way each page is identified, so use keywords in your meta-tags that direct people to your site. If the meta-tags are blank then you make it more difficult for your site to be found.

Promotion: Actively encourage other sites to swap links with you so as to built a multiplier effect. Consider every possible connection.

Give value: Entertain, inform and update. Include anecdotes and trivia fact.

Layout:

Layout: Keep web pages clear and simple - but with a dash of surprise. Graphics should not be allow to dictate download time. Crop tight and make each picture as exciting as possible. The first page will have greater impact if it fits on one screen. Make each page consistent with the others. Build in access for future updates.

Type faces: Keep to a minimum. Choose complementary faces for headlines. Headlines sell the page and need to be clever, imaginative or even funny.

Contents: Keep audio, video and animation in perspective. Ensure you have a lively, information-packed pages that people want to return to.

Writing:

Sentence structure: Keep sentences simple, short and powerful. They should not contain more than one thought. Check spellings. Watch your grammar!

Paragraph lengths: These should be kept short, a maximum length would be four short sentences. Use to link pictures and help the information to flow.

Words: Keep jargon to a minimum. Use concrete rather than abstract words. If a word is not essential then don't use it. Adjectives can clog up a good story.

Cliches: Great in headlines, but can be a bit of a bore if over used. They are useful because they don't take up so much space and can instantly convey a meaning. Use sparingly!

Libel:

If your page is seen by anyone libel laws come into effect. For libel to have taken place it must have been:

- 1** A defamatory remark. It could be in a quote from someone else, but used by you. You could be mentioning a rumour or disproving one.
- 2** You have to identify or make identification of a person(s) easy. It is *NOT necessary to name someone to identify them*. Don't use pictures of one company while complaining about the standards of another. The libel doesn't have to be in text, it could be in a headline, caption or even a touched-up picture.
- 3** So long as a third-party sees the information, then the libel laws come into play. Apologise and put things right as soon as possible. It will show responsible concern and may even prevent legal action, at the lease it could cut damages.

REMEMBER... IF IN DOUBT CHECK IT OUT.