Include at least two hyperlinks to similar external web sites.

Include Meta tags on the index page, with relevant key words, description, copyright, author and content type/character set for your site.

At least two relevant images. If you are using photographic images, then scan them in and investigate Adobe Photoshop - this product will reduce the size of images for faster downloading.

Appropriate 'alt' text must be supplied for all images (including use of empty alt text for purely decorative images, should there be any).

Marks will also be deducted if the site does not validate.