Eelko K.R.E. Huizingh.(2000). The content and design of websites: an empirical study. *Information & Management,* [online] 37, 123-134. Available at: [Accessed 31 Sep 2016].

(Eelko, 2000)

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Providing information is the basic goal of a website.

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function

*A website can concentrate on one function:eg: providing information, enabling transactions, or entertainment. The more available functions, the more advanced the site is. The extent to which a website is advanced has been measured as the number of different features the site contains.*

Content

The perception of the content can be measured as the degree to which the website is considered to be informative.

*In image sites, the customer appeal is emotional rather than rational.*

*An informative site provides detailed and specific information with respect to products, the company, or other relevant topics.*

Design of websites

*The essence of a hypertext environment is that it allows for deep, nonlinear searches initiated and controlled by customers.*

*Web designers can influence the search by imposing a structure: by adding or omitting links between pages.*

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*If a website becomes larger, the hyperlink navigation structure might become cumbersome. To prevent customers from much clicking and jumping from page to page, a search function can lead customers directly to requested information. That is a function that can be used to find specific information within that site.*

*The quality of the navigation structure perceived by web visitors. Hypertext provides the opportunity to build content that is interlligible and interesting to people at different levels of understanding. Unfortunately, it may also be confusing.*

Multi media capabilities

*A website can be rather sober, with plain information and focus on the content providing function.* The image of a website is not just a matter of presentation. It provides a form of communication.

*A more attractive content takes more time to download and thus increases the cost to the customer. Non-text elemetns enhance communication by helping visitors find or interpret the information presented.*

*Designers must find a balance between an attractive design and providing information.*

Presentation style

*Should stimulate reading and facilitate the interpretation of the information. To stimulate flow, it is important that a similar presentation style is used for all pages within the website.*

PS includes: layout, colors, font style and size, mix of text and graphical information, and sort, shape, size, and placement of links.