**Points to think when designing a website.**

1. **The main page of your website** should load in 10 seconds or less with 56k modem. Check your **load time** whenever you make site changes.

If a page takes too long to load, your potential customer will not wait, ultimately costing you business. Many times, I will go to a site its just hangs there and for whatever reason doesn’t open – or it’s just too slow! – Personally – I don’t have time to just sit and wait – so I click on.

1. **Be very picky when choosing** your background and text colors. Loud and busy backgrounds make text difficult to read and draw attention away from the text. You should be consistent with your background theme on each page of your site. Your site should be organized and uniform throughout. Keep in mind, colors affect your mood and will have an affect on your visitors as well. Your site shouldn’t look like a kaleidoscope – use only a few colors and use ones that are from a safe – **color chart.**
2. **Keep animated graphics** **to a minimum** – or don’t use at all. They can be very distracting and can give your page an unprofessional appearance. Animated graphics will contribute to your page load time, they will slow it down.
3. **Your main page should let** your visitors know exactly what you’re offering and what the cost is. How many times have you visited a site and never figured out exactly what they were selling? If your potential customer can’t find your product or service, they definitely won’t waste their time locking for it. They’ll go onto the next site and probably never return.
4. **Try to avoid placing banners all over** your pages. Have you ever visited a site that had banners all over the place? Did you click on every one of them? Did they distract you? Did they contribute at all to the overall design of the site? Limit the number of banners on your site to no more than two per page. Two small ones - one large at the top and one at the bottom.
5. **Check and double-check your site** for spelling errors and make sure your images and links are all working properly. These types of errors make your site appear to be unprofessional. If you’re designing your site using an HTML editor, use spell check.
6. **Design your site to be navigated easily**. Place your navigation links together at the top, bottom, left or right side of the page. Use tables to neatly align your links. If you’re planning on using graphic buttons to navigate your site, keep in mind that with each graphic you add load time to your page. If you only have a handful or navigation links, using graphic buttons will be fine. If you have over six links, I recommend using text to keep your load time down.
7. **Keep the number of clicks** required to get from your main page to any other page on your site down to three. Always have navigation links on every page. Rule of Thumb: no more than 3 links for a viewer to get to a destination.
8. **All web browsers are different**. View your site through different browsers so you can see how your visitors will view your site. Just because you have the newest version – don’t mean everyone does.