TOP TEN TINY TIPS

1 No one reads the internet

People don't really read web pages, they scan them. To help them with this you should try to break it into clearly labelled sections explaining what it is about using headers H1, H2 etc.

2 Not everyone reads in the traditional sense

Accessibility relating to sight issues is best served by making sure links and images with text explain themselves. This means alt text for images (that serve a functional purpose) and following the first tip.

3 Clear Directions help people's choices

Use links that explain what's on the other side e.g. "Download the Top Ten Tip Guide" not "click here". A call to action e.g. "Download our guide" is a great start but try and incorporate the reason why "Download our guide to improve your website". A bonus is, this helps the first two tips work best

4 Space is a design element

Give things space, separating items helps people jump between and distinguish the separation. With images leave space between any text and keep important elements away from the edges, at least 10% of the image size is a good guide.

5 Consistency helps people learn

Using the same rules across your site is just good manners but also try and follow the unwritten agreements of the internet, such as the logo image takes you to the homepage. Within your site this means all your headers should look the same (they will be on sites styled properly) but also avoid random custom colours or spacing. Novelty should be used sparingly as people are probably at your site to achieve a goal not for the challenge.

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6 Try and be in their shoes

People have come for a reason. You want to try and understand what those reasons are and meet them as quickly as possible. No-one comes to your site because "look at our new site!!" and giving them two ways to essentially do the same thing is just another informational choice in an already crowded landscape.

7 Carousels are largely for you, not your visitors

Don't tell anyone else but people probably don't see past the first few items on your carousel. But it's a great way to give someone a piece of prime frontpage real estate whilst still prioritising your visitors goals. With this in mind if it really is the priority then make sure it has its own space or is first on the carousel.

8 There is no fold

Below the fold is nonsense these days. A metaphor from the newspaper industry where being on the second half of the page meant you didn't get seen. These days people scroll and on mobile they do it instantly. You don't have to worry if something is visible at the top of the page.

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9 3 Clicks from where

Being three clicks away from the homepage doesn't count in the same way as it used to. Realistically people are going to use search more and actually the first page they visit will probably be from wherever google sends them. Making each page clearly explain its purpose is more important because it might be the welcome page whether you intend it to be or not.

10 The simplest form

Mailto links are a really quick way to build a quick form. Using the content management system (CMS) you can make a link a "mailto" and then set things like subject and content. Make the subject start with something you can filter "[Questions from online guide]" for example and then have the email body containing the answers you need,

Name:

Email:

Question:

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