The 10 key points used as follows:

1. Title: I created a title name for each page within the website. This adds to the overall design of the website and creates clarity for the user on where they are navigating.
2. Background color: The color I chose to use was #B22222, which is a red-maroon kind of color. Since the PDF I chose was about a book sale held by a library, I used a background color that is known for its buying stimuli. This would encourage customers to buy tickets and attend the book sale. For the nav bar, I chose lighter shade #D98880 which was used to contrast against the background and provide an overall better design and layout.
3. Font: I chose Verdana since it is legible and easy on the eyes.
4. Images: I added images to bring the webpage to life with the colors and the placement of the images.
5. Image Alignment: I used a left align for one of the images.
6. Sizing: I used the maximum width for the images and sized them based on the placing of the image and the content. I also used sizing of the body.
7. Nav: I used a nav bar that was consistent throughout the website for usability and design of the overall website.
8. UL/LI: The nav bar was created with UL-LI to be able to navigate to the alternative webpages linked on this website.
9. Header/footer: I used a header and footer for an appealing design.
10. Color: I chose for the text color to be white. This was selected so that the background can remain the stimuli background color intended. I chose white article headers as well.
11. WAVE: I used wave to find any errors or color contrast errors.