

People browse the web to get information. Most people will come to your site with a particular goal in mind, and most will come from search engines or links. Your goal is to make a website that will quickly help people find the information they're after.

Treat every page like it could be the first page a person sees. More often than not, people arrive at your site on a different page than the main page, so you should have information about the website and also easy navigation available on every page.

Avoid doing this so people don't leave your site:

- ↳ hiding information or making info hard to find
- ↳ using technical jargon or hard-to-understand words
- ↳ distracting and interfering ads
- ↳ ugly design (too many saturated colours, not enough padding between words, hard to click menu options...)

Your site should have...

- ↳ Relevant images to support text
- ↳ Legible fonts
- ↳ Relatable adverts that don't take attention away from the site
- ↳ Consistent and easy to navigate design
- ↳ Standard website design for cross platform ease (but you can still make this standard design unique in its own way)

Menus should...

- ↳ have consistent and simple designs that follow the menu standard, so as not to confuse visitors
- ↳ not have more than 7-9 menu items (however, if you do have longer menus, try dividing them into relative chunks)
- ↳ have good labels, summaries, and headers

Other website design notes:

- ↳ the search bar is most often at the top right side of the page
- ↳ think about how much the user will have to write on average in the search field and adjust the length accordingly
- ↳ hypertext links (blue with underline) are the most known clickable links, so they are best to use... the more you deviate from them, the more likely your user will be confused

- ↳ links stand out from text
- ↳ utilize breadcrumbs (“back to the top” link, etc.)
- ↳ consider Fitt’s Law when creating clickable links or menu items