

## 4 Critical Factors in Website Design

1. **Great Graphic Design.** You **MUST** have graphic design that is specifically created for your business and is consistent with your offline marketing activities. **IMPORTANT** - Make sure that the design is visually impressive to your targeted readers – you only get one chance for a first impression. After you've created the first impression your subsequent pages should maintain the design theme.
2. **Easy To Use, Intuitive Navigation.** Website visitors **MUST** be able to reach every page from every other page. It's **IMPORTANT** to have links to other pages incorporated into the text. It's **HELPFUL** to have a Sitemap & Keyword Search function.
3. **Your Contact Information MUST** be included in a prominent position on every page. When a reader is ready to get in touch with your business, your contact information must be instantly available.
4. **Content that's Easy to Read.** Your website **MUST** have dark text on light background because otherwise it's hard to read. It's **BEST** to use lots of headings, short paragraphs, bullets & numbered points, taglines. Use plain & uncomplicated words. **IMPORTANT:** your text should be focused on the reader – not on the writer, you should write about solving a problem for your website visitor.

To summarise, a well designed website makes an impact with both visual elements & the text.

If it's easy for people to find their way around your site they will have more confidence in your business.

You need to let people know that you understand their needs & make it easy for them to do something about it. Visitors to your website who feel that you understand their problems are more likely to contact you for the solution.