


Resource 7 >> Dos and Don'ts of web site design

	
Do think hard about what each page is for, before you design it!	Don't use millions of different fonts or colours! This makes your site look fussy and disorganised. It's best to stick to standard fonts such as Arial, Times New Roman or Verdana.
Do be clear about the sequence of your site. Make sure visitors can get where they want to go quickly and easily	Don't put important information too far down the page where it is hidden unless visitors scroll down.
Do hook people early. Small is beautiful – if your pages load quickly they are more likely to be read. Most people only spend 15 seconds on a new web-site.	Don't use too much text – bite sized chunks are better!
Do use elegant, lean and fast design. Leave lots of white space to make the pages easier to read.	Don't use too many fancy or active elements. People hate to wait!
Do limit the colours in your graphics to 3 or 4 colours.	Don't use large images. These take ages to download! Save images as jpegs or gifs as these save memory
Can you add any more dos and don'ts?	