

PENARTH COMPUTER CLUB

Web Site Design

Top Ten Web Design Tips

- **1. Remember, the entire world is your audience**
- Remember your site can and could influence others.
- It can invoke Violence. You might think it is a Joke.
- **Scotland Yard might not think so!**
- Websites, despite their ease of creation,
- Are a very public medium.

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● 2. Provide a service

- You fulfil a need by providing a service.
- This could be like my site
“I offer a Video Service”
- The Club Site it offers information, etc.

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● 3. **Do Not Get Too Clever**

- Nobody cares about your site design, except other site designers.
- So Keep it Simple & Eye catching

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● 4. Usability is Paramount

- If a user cannot use your site, he or she will leave it.
- Make sure there are no dead end links!
- Be certain that images enhance your sites message and are not mere decorations.
- Ensure users can scan your WebPages by using headings and chunking your information.

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- **5. The web is an easily changeable medium.**
- Don't be overwhelmed when trying to put your site together. It can be easily updated or changed.
- It does not have to be complete to put it up on the net.
- You can mark a part of a page "To be Completed"
- Do not put up a site with :- "PAGE UNDER CONSTRUCTION"
- Once you publish the site, you will want to finish it!

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● **6. NOBODY READS WEB PAGES.**

- Write succinctly and use ample Headers & Subheaders.
- Use short information chunks, write like a Journalist.
- As an example look at www.direct.gov.uk This site uses lots of Headers and Sub-headers, and you are able to quickly scan the page to find the header to take you to the information you need.
- This site while not really eye-catching does give you all the information you want with ease.

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● 7. CHECK YOUR WORK

- Always test your site. Do all the links work?
- A site with Spelling mistakes & Incorrect Grammar is not a convincing site.
- Make sure that links work and that there are no missing images.
- It will make your site look UNPROFESSIONAL.
- Do you have a forward/back button?

Top Ten Web Design Tips

● 8. BE CONSISTENT.

- Being consistent is as important as having a well thought out, accurate site.
- Go to www.wtopnews.com this is a Washington D.C. news site.
- Navigate through the site and notice that it maintains consistency from page to page.

Top Ten Web Design Tips

● 9. Don't Forget Your Users, All of Them.

- If possible, do not exclude a group because of a disability.
- Navigate to the Directgov website and notice the Accessibility link in the top right corner.
- If you click this link a page loads which explains how this site is accessible to all.
- Example:- image files should have Alt. text for blind users as their software will talk the information.

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● **10. Remember Web Design is Fun.**

- If you don't enjoy web design then, then chances are your website will not be very good.
- If your website is a must have then consider getting someone to do it for you!
- But that can be a high cost.

HOW DID I DO MINE?

- Well I used a cheap program which does not require any H.T.M.L or C.S.S. knowledge.
- It is all done by dragging and dropping with your mouse.
- The hard part is deciding just what you want on your site and what you want it for.
- You can have a family site, where family photos etc. are put up, and holiday ideas are posted.
- Plenty of free software out there:- Look at the club site!

HOW MUCH WILL IT COST?

- What does it cost to rent web space?
- That depends on how much space you want, how much traffic is going to use your site, will you be wanting secure selling? The list goes on and on.
- Most of the home broadband supplies include an amount of space on their web servers that you can use for your site, the problem is the site name.
- Virgin for instance (mine) is:-
- [HTTP://homepage.ntlworld.com/mike.jakob](http://homepage.ntlworld.com/mike.jakob)
- Hardly user friendly, but www.smilecatcher.biz is!