

# 10 TIPS FOR A GREAT WEBSITE



1. **Provide good navigation.** Clear headings that get readers to the information they're looking for quickly and easily are imperative. Search bars are great, but even something as simple as a site map listing all links in one place can help. For more tips on good navigation, [click here](#).
2. **Use a clear, consistent, and clutter-free layout.** Headers, sidebars, navigation, and footers should be clear and concise, remaining in the same place on every page. Consistency is key to making a professional-looking website. De-clutter your pages using a simple layout to relieve visual stress.
3. **Pay attention to fonts.** Keep with the same font for all paragraphs with a separate one for headings to provide emphasis. Classic fonts, such as Times and Cambria, are always in style. Feel free to get creative but avoid over-used and difficult to read fonts such as [Papyrus or Comic Sans](#).
4. **Plan out your colour scheme carefully.** Think of the emotions and symbolism behind your colours and make sure they reflect what your company or service is offering. Stick to two or three [complementary bold colours](#). Use subtle tones in the same colour families for backgrounds and sidebars.
5. **Keep it short, but not too short.** On the Internet, patience is not easily found. If it takes too long to read, people won't read it. Use subheadings, indentations, and bullet points. Alternatively, try linking to a new page that reinforces your ideas.
6. **Ensure browser compatibility.** Making sure your website looks great on other browsers is a must. There are [five main browsers](#) competing for users: Internet Explorer, Mozilla Firefox, Google Chrome, Safari, and Opera. While it may be difficult to work with all of them, making a webpage with at least three in mind should please readers.
7. **Keep links current.** Nothing is more frustrating than clicking on a dead link. Be sure to check your website at least once a year to update links and resources. Adding new links regularly keeps content fresh and demonstrates that the company takes time to research their resources.
8. **Integrate with social media.** Take advantage of the huge communities behind networking sites, where media can go viral overnight. [Facebook fan pages](#) are one way to attract new customers, but other great social media can also show off your company's best qualities; [Twitter](#), [Google+](#), [YouTube](#) and [LinkedIn](#) are just a few.
9. **Add a comments section.** Allowing readers to instantly respond to what they've read not only increases the connection between your company and your client, but shows you what works and what doesn't.
10. **Remember speed is key.** Not everyone has access to a fast Internet connection, so keep flash files, video clips, and intensive graphics to a minimum. The decision to exit out of a page is a quick click away if visitors get frustrated waiting for your page to load.



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