

# Do's and Don'ts of Building a Website

Regardless of what software you use to build a website, there are some basic do's and don'ts you need to keep in mind. It's very easy to get carried away on your first site and do things that send visitors away which is most definitely not what you want to do.

When you build a website:

**Do keep your web site simple.** Don't cram it full of clutter.

**Do make it eye pleasing.** No crazy fonts, backgrounds or colors. The standard fonts for web sites are Arial, Verdana and Times New Roman. Whatever font or background you decide on, use it throughout your site. Don't alternate fonts and backgrounds.

**Don't use a Flash introduction.** Web designers love this, but most people click off as soon as they see it loading. The object is to get people to see your web site, not drive them away.

**Don't put music or sound files on your site.** It startles people when they are surfing and suddenly hear music blaring out. Their immediate reaction is to back track immediately.

**Don't put a lot of slow-loading graphics on your page.** No matter how pretty the graphics are, people aren't going to stick around and wait for them to load. Usually you can reduce the file size by 50% or more without there being a noticeable change in quality.

**Do make sure visitors to your site can tell at a glance what your site is about.** Most people will leave in the first five seconds if they don't think your site offers them what they are looking for. Make it immediately clear to them what your site is about.

**Do link your pages in a consistent manner.** Don't make visitors wonder where the information they are seeking is located. Make maneuvering through your website a simple and easy task.

**Don't use pop-ups on your web site.** Visitors find these really annoying. The less you annoy a visitor, the more likely he or she is to stay.