

**Some Website Do's and Don'ts****DO:**

- View your site on different computers and Web browsers. Things look very different between Macs and PCs, especially between the low-end home computer and the high-end corporate machine. The difference between Netscape and Internet Explorer can often be startling – be sure you know what your visitors might see!
- Promote your Website! The theory “If you build it, they will come” doesn’t work on the Web unless you are Disney. Promotion includes putting your Website URL ([www.mycompany.com](http://www.mycompany.com)) in all of your regular business correspondence and marketing – brochures, letterhead, business cards, phone book ads, newspaper ads, etc.
- Be sure your site is submitted to the Search Engines and Listing Services such as Yahoo, Alta Vista, Excite, etc. Also check whether you can be listed on your Chamber of Commerce’s Website or any other professional organizations that you belong to. Most offer free or low-cost listings. Industry standard sites are another good source for listing. Good Website development proposals will include a promotion item such as Search Engine submission – don’t skimp here!
- Provide an email contact on your Website – people like to be able to quickly send email via a link or better yet via a form. AND most of all – be sure that someone in your organization checks email every business day. Few things annoy Website visitors more than not getting a response to email for a week.
- Put your name, address, phone number, etc. on every page – usually at the bottom of the page. Many people print web pages with the intention of following up with a phone call later. Without this contact information, they won’t know how to find you!
- If your site is complicated, offer visitors a “site index” or a “search” facility to help them find what they are looking for quickly.

**DON'T:**

- Avoid using “Frames” on your Website. They can hurt your standing in the Search Engines and often present strangely on different computers. There are exceptions, with a very experienced designer frames can work nicely, but they are very labor-intensive and expensive to maintain.
- Never have a spinning logo or other busy animation on pages that you want people to actually read. Yes, it looks cool, but it is very distracting to read your message if something keeps flashing or blinking on your screen.
- Skip putting a “counter” on your pages. It is very embarrassing for the world to see that only 12 people have viewed your Website since 1997. Any good web-host will provide you with Website statistics information so you can see how many visitors have been to your site. For an example of a good statistic presentation, go to: <http://relevantarts.com/stats/>.
- Don’t forget to have concise text on your pages describing your message. Search engines rely on the text on Web pages for returning relevant results when someone searches for keywords. Be sure your developer includes meta-tags in your web pages.
- Avoid a “News” page unless you plan to update it regularly. It’s very discouraging to go to a Website that has a page that says “last updated” 2 years ago. The Web is about timely delivery of information, always leave people with the impression that you updated your page yesterday!
- Don’t have a “favorite links” page – or at least don’t put it on your homepage. You managed to get someone to your Website – don’t help them leave immediately!
- Avoid inconsistent navigation and identity on your Website. Make it easy for people to visit your other pages.

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