Fabulous Websites 101

What does it take to make a "great" website rather than an "okay" site? It takes "Heart, Courage and Brains" to work Magic! Here are 101 of the finest industry tips that will surely help you put your best foot forward.

1. Make it attractive

2. Organize it

3. Make sure it downloads fast

4. Keep it SIMPLE

5. Use great pictures

6. Provide captions for the pictures

7. Make sure the relevant information is there

8. Make sure the relevant information can be easily found

9. Have pertinent information specifically for your target market

10. Keep the information accurate

11. Keep the information updated

12. With Bilingual websites, ensure correct translations

13. Ensure the navigation makes sense

14. Use icons that people understand

15. Make sure all of your links work

16. Don't use underline unless it has a link

17. Make your links clear where they will be taken

18. Ensure your links are still applicable

19. Use the alt text for mouse over on images

20. Use interesting testimonials

21. Add a picture to your testimonials

22. Better yet use a video testimonial

23. Use some animation

24. Make it colourful

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25. Use colours that match the rest of your website

26. Use colours that complement each other

27. Put in little fun things

28. Create interesting action buttons

29. Keep it up to date with current information

30. Make sure all of the product/service information is available

31. Have a sign-up page

32. Use proper grammar

33. Check your spelling

34. Be fresh and original

35. Perfect your keywords

36. Keep your pages fairly short

37. Optimize all photos for the web

38. Choose your words carefully

39. Use of humour must be selected as to not offend anyone

40. Warn visitors before opening a PDF file (use an icon)

41. Make contact information easy to find

42. Have a search engine box

43. Allow visitors to interact

44. Have a privacy policy

45. Regularly update the privacy policy

46. Make a great first impression

47. Make the purpose of the website clear

48. Encourage trust through professionalism

49. Minimize need to scroll

50. Great title tags that are descriptive rather than just "new document"

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51. Your website looks the same in all browsers, including smart phones

52. The most important information is above the fold line

53. Clear instructions for filling in forms

54. Limit the number of fonts

55. Choose fonts that are easy to read and will display on most browsers

56. Don't use full caps very often – harder to read

57. Be consistent in the way you align the font

58. Each destination is clearly Titled

59. Be descriptive but easy to understand

60. Includes "Enough, and no more!"

61. Use a Large Font size

62. Short lines of text

63. Reduce text on page (excerpts #?)

64. Have an Eye-Grabbing Home Page

65. Home Page summarizes the website

66. Home Page outlines the contents of the website

67. Focal Points steer user to information

68. Consistent header/footer

69. Music/Sound in moderation (optional)

70. Allow users to activate videos rather than auto play

71. Spacious (Not crammed) – reader's attention is a limited resource

72. Flowing sections

73. Common information is kept together (separate pages if necessary)

74. Images relate to nearby text

75. Long articles/reports have excerpts on webpage only with links to the full length

76. Descriptions have cliffhangers (To learn more …)

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77. Be Succinct

78. Advertisements are relevant to the website

79. Advertisements are segregated or integrated subtly

80. Apply good Search Engine Optimization

81. Business Location is listed often

82. Nearby cities are mentioned

83. Explain the geographic coverage of your business

84. Affiliated Businesses are listed

85. Provide links to affiliated businesses

86. Contact Information is complete and up to date

87. Windows/Mac indifference (not saying "right-click" etc.)

88. Use purchased images/graphics – avoid copyright infringements at all costs

89. Trademarked slogans/logos

90. Include success stories of previous work

91. Include galleries of previous work

92. Make the site user-friendly for the target audience

93. Monitor visitor Counts - do not display unless it is a feat

94. Visitor tracking (which search engines etc.)

95. Online Purchases/Bookings/Appointments etc. available

96. Content Management System (CMS)

97. Good Layout – proper use of screen space for content

98. Quick graphics or give options to skip/disable

99. Use a Memorable/Simple URL

100. Be inviting with your words and images

101. It takes Heart, Courage, Brains to work magic and to put your best foot forward