



## Some points to keep in mind when creating a web site:

- 1. Avoid Clichés:** Stay away from things that have been done a million times before, and are getting a little tired. These might include:
  - a. page counters
  - b. text scrolling
  - c. excessive animated gif's
  - d. under construction signs
  - e. page fade
- 2. Get to the Point & Keep Navigation Simple:** Remember, if somebody is visiting your site, they are probably looking for something, so try to make it easy for them to find it. Ask yourself what things people might be looking for in general, and try to make those things accessible easily from the main page.
- 3. Don't overdo it:** Some common things that get overused are:
  - a. excessive graphics
  - b. background images
  - c. bevels and other graphic tricks
- 4. Keep the Total Page Size Manageable for Download:** As a rule of thumb, a main page shouldn't be a whole lot more than 50K or so.
- 5. Set a Color Palette & Make Sure Text is Readable:** Some things to keep in mind when selecting your colors:
  - a. Stay away from using a rainbow of colors.
  - b. Choose colors that easy to look at for a while (avoid bright colors for backgrounds, such as lime green).
  - c. Select colors that work well together.
  - d. If you have a dark background, use light text and if you have a light background keep the text dark.

