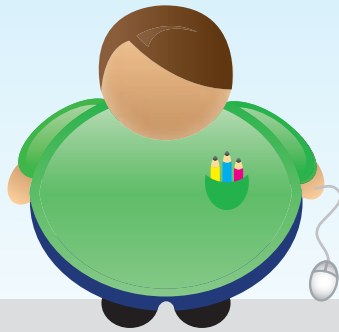


Top 10 tips for...



- 1** Consider what your website will be used for. If it's for information only, you can afford to have a more visually appealing format.
- 2** Decide how many pages/sections you need in order to stay within budget. More pages = more cost, so ensure every page has a valuable purpose for being there.
- 3** Keep your navigation simple. Use the 3-click rule: someone should be able to get anywhere they need to within 3 clicks.
- 4** Give users a reason to bookmark your site. Include useful information or reference documents.
- 5** Show examples of customer satisfaction for your product or services. Use testimonials and case studies (but don't forget to ask permission).
- 6** Don't use too much flash animation. This will make the pages slow to load and make your site blind to Google.
- 7** Don't have pages and pages of text just to fill space. Make your content clear, concise and straight to the point. Ensure you include your key phrases.
- 8** Ensure web images are optimised. To keep load speeds as fast as possible.
- 9** Don't include personal information about your employees. Nobody wants to know what your staff members like for dinner!
- 10** Ensure your site is legal. Include your registered business address, registration number and your VAT number. Your website **MUST** include a site map.

Creativtypes can advise you about the most effective techniques and methods of optimizing your website to the highest of standards.

Tel: 0116 253 3440 | www.creativtypes.co.uk