

7 Important Rules in Small Business Website Development

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When it comes to your website, you should pay attention to every minute detail. You want to make sure it performs optimally to serve its purpose.

Content:

When it comes to your web site, you should pay attention to every detail. You want to make sure it performs optimally to serve its purpose. Here are 7 important rules of thumb to observe when you engage a firm for small business website development. 1) Do not use splash pages Splash pages are the first pages you see when you arrive at a website. They normally have a very beautiful image with words like "welcome" or "click here to enter". In fact, they are just that - beautiful images with no real purpose. Do not let your visitors have a reason to click on the back button! Give them the value of your site up front without the splash page. 2) Do not use excessive banner advertisements Even the least net savvy people have trained themselves to ignore banner advertisements so you will be wasting valuable web site real estate. Instead, provide more valuable content and weave relevant affiliate links into your content, and let your visitors feel that they want to buy instead of being pushed to buy. 3) Have a simple and clear navigation You have to provide a simple and very straightforward

navigation menu so that even a young child will know how to use it. Stay away from complicated Flash based menus or multi-tiered dropdown menus. If your visitors don't know how to navigate, they will leave your site. 4) Have a clear indication of where the user is When visitors are deeply engrossed in browsing your site, you will want to make sure they know which part of the site they are in at that moment. That way, they will be able to browse relevant information or navigate to any section of the web site easily. Don't confuse your visitors because confusion means your visitors will leave your site! 5) Make it easy to read Keep your text paragraphs at a reasonable length. If a paragraph is too long, you should split it into separate paragraphs so that the text blocks will not be too big. This is important because a block of text that is too large will deter visitors from reading your content. 6) Avoid looping audio on your site If your visitor is going to stay a long time at your site, reading your content, you will want to make sure they're not annoyed by some audio looping on and on. If you insist on adding audio, make sure your visitors have some control over it -- volume or muting controls would work fine. 7) Make sure you follow web standards Make sure your website complies to web standards and make sure they are cross-browser compatible. If your website looks great in Internet Explorer but breaks horribly in Firefox and Opera, you will lose out on a lot of prospective visitors. Remember to follow these 7 important rules when you engage a company for small business website development and you will be on your way to having a website that is valuable to your visitors.

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About the Author:

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