

# Business Web Design Basics

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On the Internet, the way your website looks reflects very heavily on your business. It is a fact of life that people judge other people by the way they look, and the cyber world isn't any different. Potential customers judge your online business by the way your website presents itself. Take a second and think about what type of impression is your site giving.

If you aren't satisfied by the image that your site presents, here are a few design aspects that you can possibly improve.

1. Graphics - Your business can't afford to have unprofessional looking graphics. All of the pictures on your site should have a purpose and be related to the page or section that it is placed on.

Moving or animated graphics can also detract from the effectiveness of your site. Let the amateurs use the neon green flashing banners screaming "CLICK HERE," your site will be much better off with clear, professional graphics.

2. Loading Time - Your whole site should have pages that load quickly. If you have a catalog of pictures on your site, be sure to make thumbnails that you can click for a larger picture. You should also specify width and height for all pictures. This way, all of the text can load on the page because it knows where the pictures are going to fit without having to load the pictures.

At the very least, concentrate on making sure that your main entry page is quick loading. Web surfers are impatient, don't make them wait too long, because it only takes one click of the back button and they may never see your site

again.

3. Focus - Your site needs to be focused and easy to navigate. A potential customer should be able to tell what your site is about within five seconds of loading your main page. Sometimes webmasters try to cram everything about their site on the front page. A cramped look is not attractive. Try to lead visitors into other parts of your site instead of trying to fit your whole site on the front page.

You should also have a link to your home page on every page. Visitors don't always enter through the front page, and even if they do, they can easily get lost in an unfamiliar site. Make sure that they can easily find your entry page.

4. Avoid Technology - Alright, don't avoid technology by any means, this is cyber space. What I mean is that you don't need to have the latest flashy design tricks on your site. Your most important focus should be on creating an attractive, content filled, easy to navigate site. Until all of those criteria are filled, don't even think about adding extra features. If you do, make sure that there is a reason for it and it fits with the site, otherwise it is a waste of time.

Best of luck to you,

JC Anderl

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