



Tips for Improving Web Sites



- Consider load time required
 - Problem: Images that are resized within web editors result in huge file sizes.
 - Solution: Images need to be properly resized and compressed outside of web editor (such as in Photoshop or Fireworks). Consider using <http://www.sercomm.net/download.htm> to check download times.
- Your site should be accessible for visually-impaired users (who may be using a text reader) and for people using text-only browsers, such as handhelds. If a graphic is used as a link, be sure to include an alt tag. To learn more about creating accessible sites, visit <http://www.pantos.org/atw/access.html> or <http://bobby.watchfire.com/bobby/html/en/index.jsp>.
- Make sure all the links work!
- View web sites from a variety of platforms and browsers. What looks great on your computer may look dramatically different on a different browser or platform.
- Copyright permission for music must be included. Citing is not enough—secure written or email permission to use the music! Even if royalty free music is used, make sure you have the copy of the license. In most cases it would be better to not even use music. If music is used, give the user the choice if the music is playing or not and make sure the file size of the music is small.
- If frames are used, repeatedly test the frames.
- Test the site at various screen resolutions. For example, does the site layout change dramatically when you switch from 800x600 to 1024x768? Currently, the most commonly used screen resolution is 800x600, but that is steadily changing to higher resolutions. You don't want site users to have to do lots of scrolling, particularly from left to right.

Desktop Publishing/Layout Considerations

- Incorporate a theme throughout the entire web site.
- Focus on content, clarity of composition, and make sure all text is free of spelling errors and grammatical errors.
- Italicized text is very hard to read.
- Use a san serif font for text on all pages. Make sure the size of the font is not too big.
- Remember to include contact information.
- Consider listing a site revision date so the user will know how current the information is.
- Make sure color choices are easy to read. Use a consistent color theme throughout the web site.

Nice to Know

<http://www.doctor-html.com/RxHTML/> - a web page analysis tool