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How To Have A Professional Style Web Site

Website basics are vitally important and you should never dismiss them. Here are a few tips to jump-start your website.

When it comes to information, make sure they're informative, useful, and practical. When building your site, you should implement the objectives and goals you've considered. You can also include other things on your site such as links, articles, newsletters, and promotions. Keeping your site up to date and maintaining it frequently is also important. This way, visitors will return to your site because they know that the information you offer is current.

Creating an easy navigation route is also a must. Having your page links grouped together is one way to do this. This directs visitors to one area on the page, giving them fast easy access. Career opportunities, about us, etc. are examples of minor links. Can go at the bottom or top of the home page. They're not the main features of the site even they're important. Putting a 'home' link on all pages you create is important. This guides your viewer back to the main page fast rather than back clicking a hand full of times. Navigation is very important and must be done correctly, check and recheck your page links.

Your site being fast is also a requirement. Keeping the graphic size between 80k-100k is important if you don't want your download time to be slow. You need to remember that the best Internet connection may not be used by all your viewers. What you can do so that those who use a text browser can access your site is make it cross compatible.

You should also know to whom the site is being designed for. This is called your target audience. Identify their age, gender, class, and spending habits. This will create a personable, likable feeling to your site. You want to create for an individual not for the masses.

For your visitors, you can also offer contact. You can put a 'contact us' page and put your fax, postal, email, phone, and feedback text box for consumer to business pages. Doing this will allow you to hear from your visitors and it definitely has a lot of benefits. Make sure you answer questions, comments and concerns - don't leave them hanging. For business to consumer, if the visitors don't regularly visit your site, you can offer email marketing to keep them informed.

This information can be helpful for your own website or when you evaluate others. With this information, not only will you have the knowledge of evaluating other websites, but it will also help you keep your site professional looking.

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