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Five Strategies to make a good website a great web site

Anyone can dream up a functional internet site as we all have access to the proper technology. The difficulty is that the majority of the internet sites one comes across on the net are rubbish. These tips will ensure that yours doesn't become part of litter on the internet:

1. Make it unusual

Ensure that a spectator perceives your website to be a clarifying experience. Folks have a tendency to keep information and view the source with more importance if they learn something that may be conveyed in a social conversation. This also helps with word-of-mouth and viral promoting if you create something interesting that may leave a long-lasting impression on your target prospects.

2. Segment your audience

Remember who your key components are and always do not forget how they will most probably receive a message. If you have 3 broad buyer groups, create visible effects that may lead the website user down a particular path thru the internet site. Confirm you've got the right graphics and brand names on the right pages. It is generally not what one says, but how one says it.

3. Don't go haywire with colours

Use standard colours and text. Using complex text and colors makes sense as it draws attention but this is only usable if all computers can display this aesthetic attribute. Some colors are less difficult to read on a screen than others.

4. Keep it simple

Don't start adding 1000 pages if you don't have a clear content plan. If the client has a large amount of information, ensure you agree on page groupings and navigation previously. In this example, it's best to advise the customer about how web site users will see their pages. Readers only skim through web pages until they see something that is relevant to their categorical search.

5. Do not forget the fundamentals

Some web design experts get so wrapped up in animation, effects and sound that they forget some of the most elementary details of building a website. Always have a section delegated for contact details. It does not matter why people want to contact the owner of the internet site, so long as they're enabled to do so. The interactive aspect of the web should be exploited so that the positive results of two-way communication can be utilised.

With all the sophisticated tools at our finger tips, consumers expect more from organisations. They need an interactive experience of the organisation where they can basically get a feel of the culture and what an organisation stands for.

[Horace France](#) is an Internet Marketing Consultant with [WSI - Internet Visibility Consulting](#) in the United Kingdom

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