

## **d-10 Rules of Common Sense Web Page Design**

Downloaded December 14, 2003 from <http://www.javapowered.com/d10rules/index.html>.

Reformatted for printing by Julio A. Velasco

- 1. Be consistent in your layout and design. Maintain a sense of uniformity and orderliness. Don't re-invent your site on every page. This includes the color scheme and font too. (CSS can help a lot here.) Use a table to layout your design. Maintain that look and feel throughout your pages. Hey, make your site recognizable and identifiable!**
- 2. Since first impressions are the most important - make your home or main page a good one. It should quickly and easily relay to your visitors who you are and what your site is about. Also make it easy for them to find what you have to offer and what they are looking for - Help by pointing them in the right direction.**
- 3. This brings us to Navigation, which should be simple and accessible from all the pages. No page or area of your site should be more that three clicks away from each other. You can do it. There are plenty of Navigation Menus available to help you. And simple text links are guaranteed to work with all the browsers.**
- 4. Don't load up your pages (particularly your home/main page) with a bunch of images, animated gifs, and sound files. It just takes too long to load that page. You may think it's cool, and it probably is for you. But your visitors may be gone before the page finishes loading. Not what you really want. Keep your pages, if you can (and you can), below 30k. (At least optimize those images.)**
- 5. Don't clutter your pages with too much text either. Bullet points are better than large blocks of text. Give a headline or a short summary, and then a link to more information if your visitor wants it. Don't be afraid of using white space. It's good for the eyes and your layout.**
- 6. If your pages are so long that you can scroll more that two screen's worth - then it's way too long. It's just too much information at once, and it takes that much longer to load. Break it up into a couple of separate linked pages.**
- 7. Those cutesy and weird page backgrounds might be nice to look at as images, but when it interferes with the ability to read or make out the text, its got to go. Use a background image if you want, but make it one that is user friendly and text/font neutral.**
- 8. Keep working on your site and evolving it. Don't let it stagnate. Listen to your visitor's feedback and suggestions. Incorporate that which seems reasonable. Add new areas and content. - At least update your content on a regular basis.**
- 9. Bottom line: "K.I.S." - Keep It Simple and you'll never go wrong. Stick to the basics, and make it easy for your visitors to find what they came for. Don't overwhelm them or disappoint them either.**
- 10. THIS IS THE MOST IMPORTANT - Good pre-planning on all the above is well worth the time and will prevent a site meltdown. Take into consideration your projected growth both in the size of your site and in the number of visitors. This way any necessary adjustments or changes to your site will be accomplished with less hair pulling and headaches.**

**Also, a complete redesign should not be ruled out as your site grows in age, traffic, and content. Now that's a good problem!**