

What Makes a Website a **GOOD** Website?

15 Things to Pay Attention to on Your Website to Make
Your Website a GOOD Website for Your Users



Hi! I'm Linda.

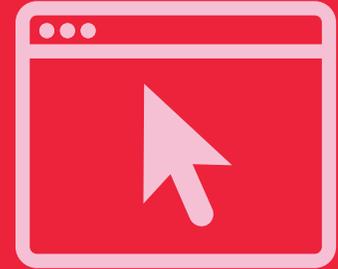
I design websites, logos, and
anything else you can imagine.

Here are 15 things you can pay
attention to to make your
website a GOOD website.

①

CONTENT

Your website is
not about you.



Your website is **not about you.**

What questions do your users have?

And how can you help answer those questions?

How can you help them make it easier to choose you?

How can you give them peace of mind?

②

CONTENT

Make your
content
personal.



Make your content **personal.**

Pretend you are speaking to just one other person.

Use first and second person pronouns.

(I or we for the company, and you for the users.)

③

CONTENT

It's okay
to **repeat**
content.



It's okay to **repeat** content.

Websites are like Choose-Your-Adventure books.

There's no beginning and end to a website.

Repeat important info in more than one place.

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CONTENT

Testimonials
are **solid gold**.



Testimonials are **solid gold**.

84% trust online reviews as much as friends.

Praise that doesn't feel like boasting.

Real reviews make people feel safe.

5

CONTENT

Each page should have **one goal.**



Each page should have **one goal.**

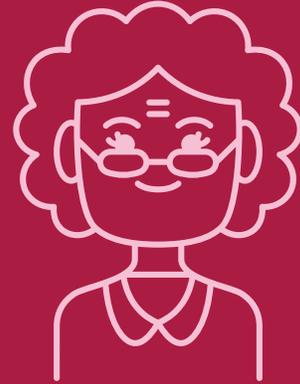
When a user is done reading this page,
what do YOU want them to do next?

Sometimes it's easier to figure out what you want these goals to be and then write content that supports them.

⑥

CONTENT

Write for your
grandmother.



Write for your **grandmother.**

Communication is hard work

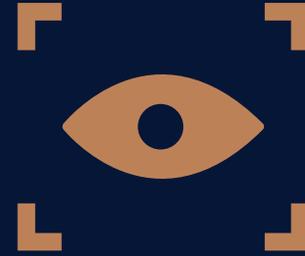
Make it easy for any person to understand.

Write for your grandmother. Avoid jargon.

7

CONTENT

Make your
content
scannable.



Make your content **scannable.**

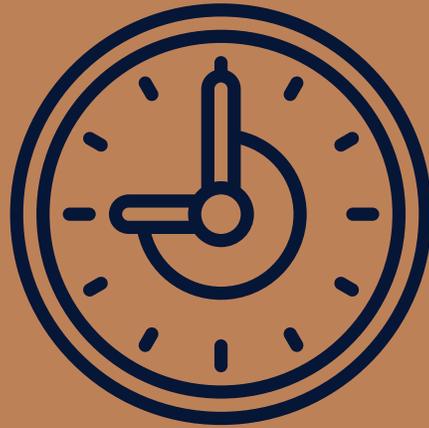
Pair a header with a paragraph or two.

Keep paragraphs short.

Use bullets and lists often.



Every
second
counts.



Every second **counts.**

Make sure your website loads quickly.

Run GT Metrix and Google PageSpeed Insights

Get in the Green!

Make it
mobile-friendly.



Make it **mobile-friendly.**

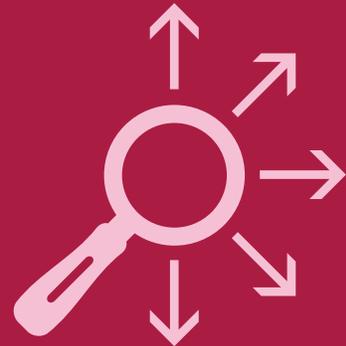
49 percent of total web visits are currently mobile.

Pay attention to: font sizes, image sizes, drop downs, contact info, white space.

10

TECHNICAL

Make it easy to
navigate.



Make it easy to **navigate.**

Navigation menus should be direct.

Don't get creative!

Help people find what they are looking for.

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TECHNICAL

Make it
very easy to
contact you.



Make it very easy to **contact you.**

How do you want to be contacted?

Phone, email, text, contact form?

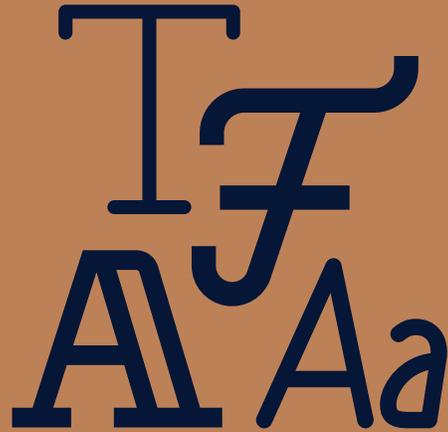
What generation are most of your clients?

Choose what works best for your clients.

12

DESIGN

Choose
fonts
carefully.



Choose **fonts** carefully.

Use clean, easy-to-read fonts.

Limit script fonts to small headers and accent text.

Make sure the tone of the font works with your site.

13

DESIGN

Choose
color
carefully.



Choose **color** carefully.

Colors are associated with certain feelings.

If you already have a scheme, feel free to stick with it.

Think about the feeling you'd like to project and research the psychology of that color.

14

DESIGN

Have a favicon!



Have a **favicon!**

A favicon is the little icon in your browser tab.

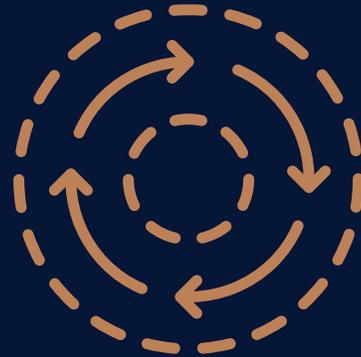
It can really make a difference in user experience!

15

DESIGN



Be
consistent.



Be consistent.

Use the same fonts and colors, all of the time.

Consistency:

- Lets user know that they are in the right place
- Can help build trust
- Signals that you are professional
- Shows you care about the details



LindaDoesDesign.com



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