WebDesign Tips & Tricks

Make Your Web Site a Valuable Communication Tool
A club web site is a great way to create awareness for your Lions club

Content
Keep the content current
    Your audience will keep coming back.
Update coming events timely and consistently –
    This establishes and maintains reliability.
Copy should be in short concise paragraphs –
    Users browse web site content and
    Expect to see small chunks of info.
Provide most or all of your information "above the fold" –
    This eliminates scrolling for information;
    This is most important on your home page.

Design
Use a white background for optimal legibility.
Avoid flashing text and graphics –
    Flashing elements distract from the content.
    The memory requirements can slow site loading.
Avoid all capital letters in sentences –
    PEOPLE WILL THINK YOU ARE SHOUTING.
Use no more than two typefaces per site –
    Use color, bold or italics for emphasis.
Establish visual hierarchy by making titles and subtitles larger and bold:
    Sub titles should be 14-18 pts.
    Paragraph copy should be 11-12 pts.
Avoid centered alignment for body copy –
    Paragraphs with centered type are difficult to read.
Simplify Simplify Simplify

Navigation

The navigation menu should be on the left or top of the page.
Links to other sites should open in new browser windows.
Avoid dead-ends –
    Each page on the web site should have a navigational option,
    at least to get back to the home page.

Images
Image size should be smaller than 3x4 for layout and file size considerations.
Photos or complex illustrations should be compressed into jpg format.
Logos and other flat color images can be compressed into gif formats.
Png compression format allows for transparent backgrounds.