



Ten Top Tips to a Great Website

1. White space makes the reader feel that it will be an 'easy' read. Use short paragraphs and short sentences. Don't have big blocks of text.
2. Put yourself in the reader's place - what are you interested in knowing? Keep thinking 'what is the benefit to the reader of knowing this?' – then tell them!
3. Write simply - don't use long words unnecessarily - not everyone understands them as well as you do and few people will bother to look them up to check what you really mean.
4. If you can put a visual in - picture, chart, map, cartoon, diagram – a picture tells a thousand stories! However, don't be seduced by animated graphics, they just distract people from reading – and can be really irritating.
5. Use a clear font (typeface) either a sans serif (like Arial, Helvetica, Verdana). Don't use serif fonts on screen (like Times New Roman, Garamond, Palatino, New York), they are too 'busy' and harder to read.
6. Don't use very small sized text, 10 point is about the smallest most people can easily read – even on your website.
7. Don't change the font - if you feel it is **essential** to highlight a particular sentence or section, use bold type or change the colour.

8. Dark writing on a light background is much easier to read than light writing on a dark background. The 'reversed' writing works great for headlines, but the letters 'dance' on the darker background and make it much harder to read. Most people quickly stop reading and move on to something 'easier' to read.

9. **DON'T WRITE ANYTHING ALL IN CAPITAL LETTERS – THEY ARE HARDER TO READ or a paragraph all in bold for the same reason.**
10. Don't justify your text on both sides, only on the left. The eye loses its place much quicker with text that is justified on the right. This results in reader frustration and they will just click on somewhere else!

And one for luck!

Always think about what you want your reader to do as a result of what you have written. Do you actually tell them what to do next? If not, people are very responsive and if you provide a link most people will click on it. If you say 'email us for a proposal' you'll be surprised at how many will do that. Don't be shy, ask them to take action!