

Radiant Website Design, Ltd.

It's a new day for your business

Hi Cathy,

I'm starting a monthly newsletter offering tips about good website practices and I thought you might be interested.

The 3 Sides of Web Design

Websites can be a powerful tool in your business's marketing arsenal if designed and developed around 3 basic principles:

1) **Search Engine Optimization (SEO)**
Can your site be found easily on Google using only your product or service (not business name) as criteria?



2) **Usability**
How easy is it to find information on your site?

Things that make websites difficult for users include:

- Distracting animation
- Confusing navigation
- Too long to load
- Doesn't look the same on all browsers

3) **Content**
Is it clear, relevant, up-to-date, easy-to-read?

Business owners need to evaluate their websites with the eyes of their audience. This is where a professional web development firm, like Radiant Website Design, can help. I have 10 years of experience working with websites and can design (or re-design) a site that will serve your business the best.

See examples of websites using the 3 principles at [Radiant Website Design](#).



[Learn more about the Artistic Geek](#)

Call today for a FREE website review

(847) 924-4154

I hope you have found this information useful. Even if you can't use my services at this time, maybe you know someone who can. Next month: SEO best practices.

Until we Geek again,

Cathy Gazzolo, the "Artistic Geek"
Creating websites that are easy to use and easy to find.