

Radiant Website Design, Ltd.

It's a new day for your business

Don't Make Me Think!

This is the title of a design book written by Steve Krug and it sums up the #1 rule for making websites easy to use.

The last newsletter spoke of ways to optimize your site so that it is found easily in the search engines but that's only part of a successful strategy. Once found, your site must be easy to use or customers will go elsewhere.

Ask yourself these questions:

1) How long does it take for your site to fully appear on the screen?

Most people don't want to wait through a fancy introductory animation or slow loading graphics to get to what they came for.

2) Is it immediately obvious, at a glance, what products or services your business provides?

People are in such a hurry these days, they may only scan a page briefly to decide whether to stay or move on. Make sure the more important information stands out.

3) Is it clear how to get to information on other pages?

- Links are underlined not just mixed in with other text with no special marking.
- Navigation in obvious, expected places (along left side or across top).
- Buttons that look like something to be clicked.



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(847) 924-4154



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- Unambiguous wording so that you know what you'll get if you click a button or link.

Try this test: Ask someone not familiar with your website to find a piece of information or product that is not on your home page. Don't give any instructions, just watch how they do it. You may be surprised to see how someone actually uses your site.

See examples of websites that are easy to use at [Radiant Website Design](#). If you have questions about the usability of your site, please call for a free website review.

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: Content, Content, Content

Until we Geek again,

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