**DESIGNING AN EFFECTIVE WEBSITE**

When designing a website, your main goal are to attract customers to the site, interest them in purchasing your produtcs or services, and keep them coming back. Some guidlines to consider for achieving a successful site include the following:

Make your home page work for you. A visitor to to your site’s home page should be able to learn quickly about your business, products, services, and policies.

Make your pages readable. Customers should be able to read your pages easily. Select a typeface that is attractive and easy to skim. Keep your langage simple and avoid using words or terms customers may not understand.

Make your pages interesting. An impressive and balanced use of text, graphics, color, animation, and other features will capture and hold a customer’s interest.

Design pages so they will download quickly. Check the speed at which your pages download from the server. Online shoppers has zero tolerance for delays. A visitor to your site may abandon it and move to other sites if downloading takes more than a few seconds.

Make your site easy to navigate and print from. Provide a menu of your site on it’s home page and include hyperlinks that allow customers to move to and view desired pages quickly. Also, remember that many people still print the pages of usful websites. Make sure your pages print correctly.