



## Top 5 do's and don'ts for your company website

### Do

- Always try to have a white background with dark text on it or something else just as easily readable. People have many different screen settings (such as contrast) and what may look good on your computer might be difficult to read on some one else's
- Think very carefully about what you want to do with your website before going ahead and ordering one. At the end of the day, the most important thing is the information on your site; if it doesn't say what you need, there is little point having it there
- Have your own domain name and use it for your site and email. Often spam filters will block out emails from AOL and Hotmail for example, so ensure you have professional email hosting and you will always be able to stay in contact with your customers
- Have your contact details including telephone, email and address clearly accessible. Not having these implies you might be a spoof company
- Get a merchant ID from your bank if you are going to sell online as using online payment portals such as Paypal doesn't look professional

### Don't

- Have animated graphics for the sake of it. For example bouncing animated 'contact us' email icons will make your site look dated and unprofessional
- Have 'under construction' or 'coming soon' on your site. You are far better off putting some basic content or not having the page at all until you are ready to fill it
- Build it yourself. It might seem a cheap and easy way to go, but there are lots of things to take into account when building a website which you might not be aware of, such as putting huge file sized graphics into a page will make it impossible to view using dialup. You wouldn't print your own company brochures on a printer, you take them to your local printers; the same should apply to your website
- Host it on a free ISP which has banner adverts and popup windows; the annual cost of web hosting are so low, it is not worth putting off any of your clients
- Let your website content get out of date. Having a latest news article for 2001 makes people think your company is no longer in business