

Site Usability and Design

Last Updated Thursday, 17 April 2008

Elegant, simple websites are the most powerful way to communicate via the Internet. Simple sites are more powerful because they work better for three parties: search engines, site visitors, and site owners and managers.

Elegant, simple websites are the most powerful way to communicate via the Internet. Simple sites are more powerful because they work better for three parties: search engines, site visitors, and site owners and managers.

1) Search Engines: a simple, elegant site can be seen better by search engine indexing software resulting in more "natural," or free, search engine user traffic. Clean code produces faster loading pages, a factor in your search engine "quality score," the score the search engines give your website in choosing with search results to recommend to their users. Proper "tagging" of pages, images, and content allows search engines "robots" or indexing scripts to include your pages in search results where appropriate. A competent content strategy gives you the most benefit in reaching people searching for what you have to offer. Tricky activities such as "stuffing keywords" do not carry long-term benefits and are an invitation to disaster. Simple, elegant websites let the value of the content of each page stand for itself in attracting the right visitors.

2) Site Visitors: Site guests benefit from a website that does not load slowly due to poor or outdated coding or too many large images per page. The use of the most advanced coding standards allows users of our websites to move quickly through a site to review lots and homes, allowing greater numbers of website visitors to request further contact. Additionally, we provide websites most users can view without having to scroll from left to right. Our websites work on all browsers and operating systems, and our websites work very well on new Internet platforms such as the Apple iPhone.

3) Site Owners and Managers: We provide a powerful content management system with every website we create. The administrative tools for your website will allow you or anyone on your staff to make page updates, add pages, turn off pages, add menu items, add sections, upload images and much more - all without computer programming skills. If you can use Microsoft Word and surf the Web, you will be familiar with all the tools and buttons in your Website Control Panel. You don't have to see any code to manage your site, unless you want to. We build simple, elegant, powerful websites and provide the tools to use them well.