

# Web site design

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*Top web design tips from web design experts*

## **Photos only need 72 dpi**

Photos only need 72 dpi (dots per inch) to look good on your web site. Photos for print brochures require a much higher resolution, but for your web site, photos look great even at 72 dpi.

## **To measure pixel length**

If you want to know how wide a particular column on your web site is, use the software Measure It. Just search “Measure it” to get to the web site.

## **Let images breathe**

The visual “pop” of photos is critical, and photos that are bunched up, or crowded in copy do not pop. Give photos some white space around them, or a border, creating a gutter to the copy.

## **Use Like it icon**

Install the Like it icon (thumbs up) on your web site, so Facebook users can ‘like it’ and have it show up on their profiles, thus adding publicity and recommendations for your web site.

## **Limit type fonts**

Use a maximum of three type fonts on a screen on your web site. Use one type font for headings, and one for the text. Use a third type font if you need to, but not more than that.

## **Serif font o.k. for headlines**

For your web site, a sans serif type font is the most common for the body copy or text. You can use a serif font for headlines.

## **Bullets are great**

Bullets are great for web page and copy. Web site readers like concise crisp points, and bullets are ideal for that.

## **Only underline links**

On your web site, do not underline text that is not a link. Online people expect any text that is underlined to be a link. Blue is the color to use for underlining copy with hyperlinks.

## **Dark grey is good**

Dark grey is the new black online. Grey is not as jarring as black, and can complement other colors. If you are not used to seeing black online, it has been used extensively by young people on their web sites.

## **Forget a “welcome”**

Your web site’s main page is “valuable valuable” real estate. Do not waste that space with a welcome message. A ‘main page’ is a term created by LERN to designate the page people see first when coming to your continuing education or lifelong learning program. It is not the same as your Institution’s home page.

## **Always link back**

Every web page on your web site should have a link back to your Main Page, the first page about your continuing education or lifelong learning program a person views.

## **Always use Alt tags**

Every photo on your web site should be marked with an alt tag, a metatag that contains data or an explanation

of what is in the photo. Not only do alt tags help the visually impaired understand what the image is about, but search engines such as Google uses alt tags in their index, thus helping your site rankings in search.

## **Optimize photos**

Optimize the photos and images on your web pages so your site loads quickly. Simple improvements can drastically decrease your download size without diminishing the site’s quality.

## **No Flash navigation**

Never use Flash for your navigation. Your site will not be indexed in Google.

## **Embed social spaces**

Increase your cool points with your audience by embedding social spaces, like Facebook and Twitter.

## **Pose your Fans**

Another way to gain increased credibility and visual attractiveness for your web site is to put pictures of your Facebook Fans on your web site. These visual testimonials demonstrate that others favor your program and are great marketing.

## **If you must use external links**

If you need to use an external link, have the external link open a window so the reader does not lose your web site and you lose a customer.