
35 Ways to Make Your Website Better

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1. Use a consistent navigation such as link and header colors
2. Locate primary navigation in a highly noticeable area, usually in the upper-third of the screen
3. If using a shopping cart, include link to it in the upper, right-hand area of the screen
4. Use clear, common words for navigation
5. Use text navigation which can be translated by browsers for foreign visitors
6. Label the Search box, "Search"
7. Do not use auto-start audio or animation; 89+% bounce rate
8. Show business/organization name and/or logo preferably in upper, left-hand area
9. Include a tag line that explicitly summarizes what the site or organization does
10. Emphasize your sites benefit from the **user's** POV
11. Emphasize your unique selling position, i.e., how you differ from key competitors
12. Emphasize what the user should do next, focus on highest site priority
13. Clearly designate 1 page per site that is the home page
14. Use the terms correctly and consistently; page or pageview, user or visitor or customer or client
15. Make the homepage different & distinctive
16. Include site or business name on each page, preferably with contact information or link
17. Aggregate similar information, e.g., company information in one area such as "About Us"

18. Keep a consistent look-and-feel (style) between all of your marketing materials, including your website, to reinforce your identity or “brand”
19. Write from the visitor’s viewpoint; what does your target audience call it? If in doubt, ask them.
20. Tell a story; explain how someone (you, for example) seeks solution or answer to a problem, faces obstacles or conflict, discovers the solution or answer & lives happily ever after.
21. Avoid redundancy; don’t assign the same post to more than 1-3 categories
22. Clear, direct writing is better for the visitor & the site SEO; better “Wildflowers of the Dungeness Valley” to “Get Wild in the Valley”
23. Use consistent capitalization & style standards; if several people contribute to the site, create a style guide for everyone
24. Give clear directions such as “Enter Zip Code”; don’t assume
25. Use examples or testimonials to give concrete support of your points.
26. Include clear, obvious visual and written clues to page contents (i.e., include your keyword phrases and related graphics &/ or photos)
27. Reinforce keyword focus with strong, arresting photos & images
28. Make the page look trustworthy; Include trust elements such as contact information, SSL for sensitive information, privacy policy and terms of service links, 3rd party endorsements especially seals, logos, etc.
29. Make certain everything is working – images, links
30. Many users convert offline so offline contact information important
31. Engage users who are not ready to buy with guides, reviews & information about the subject
32. Give targets early in the buying cycle options to download materials with your information like white papers or brochures
33. Offer newsletter signups to maintain presence and build authority and relationship
34. Use testing & web analytics to find what is working & fix what isn’t
35. **Use a clear call to action** to close a sale including guiding user through sale or goal process to remove barriers to conversion