



Website essentials -- Punchlines

Start by thinking about your goals, priorities, and audiences – make sure your website reflects your thinking about all of these

Design it for ease of use for the user: Think through what people are most likely to want to find and make it really easy for them to find what they want

Design it for ease of use for your organization – figure out how many people you'd like to be able to update the website, and design for that

The overall design and visual matters..., a lot -- Does it pass the blink test? Do people see it and really like it?

Keep it current, keep it lively -- Use Facebook, Twitter, email sign-ups to build your social network and make it active with little effort on your part

Writing Matters – spend time on your content, keep it concise and punchy on the landing pages

Use things in multiple ways – it's fine for things to appear in multiple places on the website, in fact it's good

Be realistic about your capacity – design for what you can do, not for what you wish you could do