**Start by thinking about your goals, priorities, and audiences** – make sure you’re constantly going back to all of these things throughout the process

**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 visuals matter… a lot** -- Does it pass the blink test? Color, design, photos, videos, formatting… 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

**Get feedback, test it before it goes live** – get feedback from as many of your target audiences as possible and refine your design, visuals, content… based on that feedback

**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