



# Cory Computer Systems

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## “Web Design with the Small Business in Mind”

### **First topic: It's all about speed!**

- People "scan read" on the Web - a very different style than with print.
- Imagine that your Web site visitors are going 70 MPH down the freeway. They are looking for street signs to guide them.
- Don't add to the "attention burden" of your readers - use short, clear, concise writing with no unnecessary features, words or images.
- Readers are IMPATIENT. The average time spent on a home page is 25-35 seconds. The average time on sub pages is 45-60 seconds.
- It's 25 percent more difficult to read on the computer screen, so get to the point quickly.
- “Lead with the need” - refer to your reader's need in the headline and the beginning of your copy.

### ***Guidelines for writing on the Web:***

- Short headings: 4-8 words
- Short summaries at the top of documents: 30-50 words
- Short sentences: 15-20 words
- Short paragraphs: 40-70 words
- Short documents: 500-700 words

### **Are you saying: “But that won't work!”?**

Here's the power of a few words: In 1998, a single two-word headline increased sales of Forbes magazine by 51 percent, making that issue of Forbes magazine the most popular in its 70-year history.

The headline was: ***Retire Rich*** - two words!

## Two Topics

### **Second topic: Throw out the rotten fruit!**

Here's the analogy: A basket of fresh fruit is beautiful, inviting and nourishing. But leave it sitting long enough, and it starts to decay. Rotten fruit is not a pretty site! The same is true of outdated Web content.

- Don't let your Web site content rot!
- Check your web analysis to remind yourself how many people see your site content on a daily basis. You will likely be surprised...
- At a minimum, schedule an annual review of every page of your site.
- Schedule a weekly check of key areas and features.
- Test interactive features - forms, e-mail addresses.  
Check key phone numbers by calling them.
- Add dates to documents, especially forms.
- Update those dates on a regular basis even if the content hasn't changed. It will reassure your visitor that the material or form is current.
- It's hard to make time for updating - set yourself a "meeting" in your calendar so you have a block of time to tend to this important task.