

Prepare for a Successful Web Site:

Shaken or Stirred?

There is something about a web site that you've seen already which has a quality that you expect to see in your own web site. Write down your description of that "something", or at least try to think of some words to describe it. Maybe you like the typeface used in the title of one of your supplier's web sites, or the background and images. Maybe you like the designers minimalist approach, or quite to the contrary, maybe you want your web site to display a vast product catalog like you've seen at places like eBay® or Amazon®. Oftentimes, web site clients will describe a certain kind of photography and graphics in hopes that their new web site will portray a certain mood to their intended visitors. Whatever that something is to you, the better you are able to express it to Centre Web Design, the better we are going to achieve that goal for you.

Conservative or Liberal?

In addition to colors, images, and typeface, you need to think about general layout. Like any other printed document, a web site needs some organization to of all of the "stuff" we're going to publish on-line. Consider these examples as just a very rough suggestion for the layout of your forthcoming web site:

- A rigid structure as in a Business letter
- Business "Brochure" style - having multiple columns like a Tri-fold pamphlet
- a Pop culture theme
- Press-kit style: as might be seen on a rock-band or Hollywood actor's web site.

I want what He's having!

Deciding what you want in a web site doesn't need to be a painful research project-- in fact, you should be able to settle this easily. You probably already have a good collection of examples from which to gather ideas. The next time you're on-line, remember to ask yourself the following questions:

- Do I want something simple, straightforward, and conservative as in a more rigid design?
- Do I want to dazzle my visitors with attention-grabbing style, and colorful images to reflect something exciting about my business?
- If I had to choose one web site that has features I want to see in my own, it would definitely be _____ .

More help can be found on-line at www.centrewebdesign.com or support@centrewebdesign.com