

Tips for Setting Up a Smart Site

Consider Your Image

- Consider the tone and style you are conveying. Anything public is highly visible, and reflects upon **you**. A web site can build or harm your image.
- Any work you do should be highly polished.
- Always edit your work very carefully, and have at least several friends look at it and help you edit it before it "goes public." Others may recognize errors or problems that you don't see, so take the time to consult others and incorporate their suggestions. Also be sure to keep the content current. You don't want to embarrass yourself without knowing it! Typos and outdated information reduce credibility and respect.
- Your web site should be organized in a way that is logical and coherent to users.

Prepare Graphics in Advance

In general, when designing a web page keep in mind that a 40K page takes 10 seconds to load over a 56K modem. If your page takes much longer than this to load, due to its large size you may lose your audience. E-Commerce studies show most visitors leave after 8 seconds. To keep your page sizes small, observe the following:

- Scan or save images for low resolution (72-150dpi) - any higher resolution will lose quality on a monitor anyway, and contribute to much greater file size and slower page loading.
- Many optimization services on the web can reduce a graphic's file size considerably.
- Scan for the desired size, or at least resize a graphic before inserting it using graphic software rather than resizing it in your web page editor. This will reduce loading time. Since the html code for your page loads the graphic at its original size, it will not then have to apply a sizing command when loading, which will take extra time.
- Use GIF images, unless it is a photo, in which case use the JPEG format.
- Use a web palette or 256 8 bit color or less format for your graphics to maximize speed and minimize space.
- Large graphics should be "interlaced" if possible so they appear gradually on the page when loading. This may keep your audience longer for a slow loading page.
- Try not to use more than four graphics on a page. Keep in mind that the more graphics you use, the slower the page will open.

Watch Your Table Properties

- Use small tables - long tables and nested tables take additional time to load.
- Avoid fixed sizes for cell width and height unless. This prevents proper scaling and printing when Browser windows are resized.

Be Careful with Frames

- Frames cannot be easily searched
- Only the home page of the frame set can be book marked - specific frame pages and display sets cannot be book marked by users.
- If you link to other websites, be sure to open them in their own browser window rather than in one of your frames for good etiquette and so they don't actually leave your site without meaning to leave.
- Be sure to provide excellent navigation cues - navigating through frames can easily loose your audience.