

Websites

Today, it is imperative to have a website. No doubt. However, just having a website is not enough. In the last few days, I have been doing research for a trip, and have come across several great websites, but also, some not so great websites. What makes a great website? I will give you my breakdown:

- Easy to navigate (this means no funky/weird pull down menus or navigation that is not available on every page)
- All the necessary information is readily available (contacts, address, etc) and easily accessible
- Updated regularly (no 2006 information for instance)
- Aesthetically pleasing—not busy or dated
- No dead links or pages
- Looks professional
- Not overly busy or with screaming graphics
- Not too much flash and no sound

It would be useful for website owners to have someone look at their website from the “outside.” Sometimes you forget the user!