

# Gonzo Logic

“We Work The Web So You Don’t Have To”

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## Web Page Development Guidelines

Top 10 factors of proper web page design. These can make or break your site.

1. **Load Time** – how fast does your page load? Check it using different connection speeds.
2. **Navigation** – is your site easy to navigate? Do you have a site map?
3. **Browser Compatibility** – does the page render properly in all types of browsers? Netscape, Internet Explorer, AOL and others?
4. **Page Length** – is your page too long? No more than 300 – 500 words. If you need more text than this, consider splitting the page into 2 parts.
5. **Keyword Density** – how many times do your keywords show up in the text of the page? Are you incorporating your key phrases properly within the text?
6. **Meta Tags** – do you incorporate proper Meta Tags for search engine placement? Page titles, descriptions and keyword tags should be properly formatted and optimized.
7. **Page Layout** – does your page render properly on different screen sizes? Make sure to check it on different sizes 800 x 600 – 1024 x 768 etc...
8. **Graphics Size** – make sure the file size is as small as possible. Never use more than a 13kb file size if possible.
9. **Color Scheme** – use easy to read color schemes. For example, don’t use pink text on black background, or Blue on Red.
10. **Ad Copy or Page Content** – did you spell check and grammar check your page content? Is the punctuation correct? Remember, first impressions count.

Have you checked your site for these factors? You should because you might be losing customers if any of these are incorrect. Research has proven that the site must be user friendly or that visitor will quickly leave your site.

If you have any questions feel free to call me @ 623.972.6907 or e-mail [vince@gonzologic.com](mailto:vince@gonzologic.com)