

7 Characteristics of Effective Web Sites

Billups Design follows an iterative and easy-to-manage process for designing web sites.

This process is based upon lessons learned over the past 12 years serving clients in a variety of verticals, in addition to direct experience with the Nielsen-Norman Group and their redesign best-practices guidelines.

1 Brand

A positive user-experience strengthens the brand, whereas a poor user-experience has the inverse effect.

2 Message

Copy writing should succinctly communicate the firm's strengths and expertise, while promoting its objectives such as call-to-action.

3 Organization

All information should be easily available within two or three clicks. Using highlighting, chunking and other tactics helps.

4 Utility

More than providing firm information, an effective web site anticipates which information / functionality each audience will find useful.

5 Timeliness

In addition to conveying a positive brand experience, fresh content is critical to retaining users over time.

6 Compliance

Assure that the web site displays successfully to all target audiences and related browsers / devices.

7 Feedback

Establish redundancy pages in site so error / failure messages contain clear instructions and provide options for users. A good web site uses feedback to improve the web site over time.