DO:

1. **Realize** that you have 3-5 seconds to grab viewer attention to read further
2. **Think** of it as a marketing page – to catch interest, not an information only website
3. **Keep it simple!** One scroll or page down
4. **Stick with ONE** main color for headers throughout website, different color/shade for sub headers
5. **Be consistent** with the same type of format throughout website – ALL pages look similar
6. **Limit** navigation bar to seven or less buttons; limit drop down menus, use links
7. **Choose EITHER** left or top navigation
8. **Format** so important/critical information can be found in three clicks or less
9. **Use** a simple/short url (website address)
10. **KEEP** content/links current! **Check monthly**

**Home page:**

- **Minimal text** (summarize who/what/why)
- **Use color** for headers and subheaders – same color/shade for categories (all headers the same color, all subheaders, etc.)
- **Include links** to other pages for details – summarize, teasers
- **High quality images**- photo(s) a must and/or video (optional)
- **Realize** that a text box or information on the **right side** of the page is not seen by some people – non-critical information there

**Information pages (non-Home page):**

- **Acceptable** to use text and no photos (second level pages)
- **Summarize**
- **Use sections** with color headers
- **Enable** viewers to read all text in one scroll, or page down

DON’T:

- **...Assume** the home page is used for information only (text heavy)
  
  *INSTEAD - The home page is used to gain quick interest by the viewer to read further*

- **...Make** the viewer scroll multiple times to see your information on pages
  
  *INSTEAD - Create new pages with less text – add links on other pages to reference them*

- **...Add** more than seven navigation bar items
  
  *INSTEAD - Use links on a summary page to access more detailed pages*

- **...Use** only black or dark gray font color so your pages look like a textbook
  
  *INSTEAD – Use color headers, and sub headers on pages consistently throughout the website – GVSU colors preferred*

- **...Try** to answer every question ever received on the pages
  
  *INSTEAD - Create a FAQs page with hyperlinks from questions to answers to eliminate calls for repetitive questions*

- **...Create** content and leave it for months/years without review
  
  *INSTEAD – Check your content and links monthly on the website (especially on a resource page or anywhere other websites are referenced)*

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The CMS system provides all of the tools needed to implement the recommendations above.
Contact the Web Team for further assistance at 616-331-2525