Guidelines to building a great, user-friendly website



Being trustable

Being discoverable

Being secure

Being user-friendly

1. Engagability
2. Minimal design
3. Navigability

4. Fast loading
5. Readable & accessible
6. Responsiveness
7. Reachable
8. Followable & reachable

Appropriate feedback to visitors

Clear storytelling

Your website is meant to tell your story for you, when you are not present. Which is why you have to make sure the story is told in the most direct, simple, clear manner as possible.

Do remember visitors to your website won't be inclined to explore much or stay on the website if

- it the first look does not give an idea what you are about
- if the content is difficult to read or understand
- if the fonts and colours used are confusing/make it hard to read.

Telling your story in simple words and crisp sentences is important. How can you know if your writing is simple enough. We suggest using the hemingwayapp to analyse your content. The website will give you a clear idea on who can read and understand (readability) what you have written. For instance, the website scored this paragraph's readability at grade 7. Which means that someone in grade 7 (US) or equivalent can understand what is written here.

It will also help you by pointing out the following:

- hard to read sentences
- excessive use of adverbs
- usage of passive voice
- phrases that have simpler alternatives

A user's first glance at the website should give them a fair idea what the website is for. Make sure all the important things you want to convey are easily accessible in the **hero banner** and **navbar**. Call-to-action buttons should be relevant and positioned correctly.

Radical crediting

Memorable

Meet stakeholder needs

Behind the scenes

1. User-friendly back-end management
2. Measurable
3. Good-quality code

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