

Your Technology Partner

Pinnacle Web Design

Websites are an important part of your business – no matter how small you are or what your business is – you need a website to thrive in the world today. Our web designers and programmers use more than two hundred web design and usability guidelines to assess and build websites. Here are just a few of the things we evaluate and incorporate into the website we create for your business:

Website Goals & Content:

When a user comes to your website they need to be able to obtain the information they need quickly and easily. User Profiling is a process that helps determine what information a group of users are looking for and what they want to do with it. Some of the things that need to be determined are:

- **Who are they?** The demographics of the website users.
- **Why are they here?** The reason a user visits the website.
- **What do they want?** The information contained on the website.
- **How do they get it?** The interactivity of the website (this would include search features, on-line forms, discussion groups, surveys or other interactive elements).
- **How does it make money?** Commercial elements of the website (this would include such things as an on-line store, bill payment, event registration, advertising, or other commerce related activities).

Website Navigation & Organization:

Navigation of a website and the organization of its content are vital to its usability. The user profiles will determine the navigation techniques and organization of information. The factors will be determined from these profiles:

- Provide a clear path to the information users want.
- Provide consistent navigation to and from pages.
- Highlight topical information.
- Highlight time-sensitive information.
- Goal realization ease and speed.

Page Layout & Formatting:

The website needs to have a consistent page layout and formatting. Overall the website must have a consistent relationship of objects on a page. A set of design guidelines needs to be created from the user profiles. These will determine a variety of issues:

- Positioning of main page content.
- Positioning of ancillary page content
- Positioning of navigation elements.
- General website color palette.
- Formatting of repeating website elements.

Aesthetics & User Experience:

The general look and feel of a website is more than just its layout and formatting. It extends into the artistic appeal of the various page elements and how they inter-relate. Once again the user profiles will be a key determiner of these attributes:

- Consistent text fonts, sizes and colors.
- The shape and size of buttons, balloons and boxes.
- Page element formatting that is complementary to the website color palette.
- The amount of negative space on a page.
- The graphic styles used.
- The use and size of photographs.
- The number of elements on a page.

Website Management & Updating:

Websites must be built with the future needs of the organization in mind. The content of the website must be timely and requires frequent updates, additions and deletions. New business development initiatives often need to be implemented on the website. Various technologies are often used to provide this functionality. The website needs to have the capability of:

- Content needs to be updated by your staff because you know more about your business and customers than we do.
- Website security is an on-going issue and includes techniques to ensure your website content and data is safe for your internal and external users.
- The ability to incorporate the latest trends in web technology.
- Expandable to incorporate new information and functions.
- Continuing analysis of website visitors, effectiveness and visibility.

