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Issue No. 126

**Web Usability:
Easy to Achieve, but Often Ignored**

A recent study by Dr. Jakob Nielsen found that new users to a web site still encounter difficulty performing simple tasks due to common usability infractions.

Here are a few guidelines to keep your visitors on track:

- Provide Intuitive Navigation:** Navigation should be simple and conventional. Site navigation is not necessarily the best place to get creative.
- Convey a Purpose:** Visitors should know what they can do on your site within seconds. Offer a call to action.
- Be Accessible:** Don't hide from your visitors! Offer an "About Us" or "Contact" page with multiple ways to reach you and your staff.
- Avoid the Fluff:** Visitors will likely skim your copy, not read it thoroughly. Keep it short and to the point.
- Save the Splash:** Users still find splash screens and flash intros annoying. If you are going to use them, just be sure to provide an easy way to bypass.

To make *your* website simple and effective, call Howard Zoss at 216.328.6301 or email hzoss@zigmarketing.com.

*Source: Data from Dr. Jakob Nielsen's Alertbox, February 8, 2008

Zig marketing **Sell Something.**

ZIG HOME
CONTACT HOWARD ZOSS
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