

Guidelines for Choosing

Website Content

Internet Media Link will guide you at the initial stages of the website development to ensure your content will be suitable for your website. The following is general information to consider when deciding on content for your website.

Text

It is recommended that the text contained within a website is kept to a minimum. Users do not read copious amounts of text on a website and generally prefer short sentences or dot points so they can scan the information for what is relevant to them. If your business or service is quite lengthy in description, it is advisable to summarise the most important aspects for the website and then provide downloadable documents for users who are interested in further descriptions of your business or service.

Photos and Images

Photos and images are recommended for your website to enhance and personalise the overall look and feel of your website. Having said that, too many photos or images will increase the download time of the pages and frustrate the users if they have to wait whilst the each page loads (particularly if the user is on dial up). It is recommended 1-3 photos for the overall site design (these appear on each page).

If you are planning to have a page where photos will be required to represent products, then the size of the photo can be kept small to reduce the download time. The user probably has some idea from the title of the page, (For example: Products page) that it will contain photos and will generally be content to wait.

If you have any questions relating to your content please email IML at web@internetmedialink.com.au