



## Your Website Coach



### ***Tools You Can Use – 7/21/08***

You may be one of many businesses who've decided to go with a website building package offered by most web hosting providers and domain registrars. These tools are designed to assist you in bringing your web presence to fruition but the process must begin with you and how you want to portray your company. You're probably coming from one of two scenarios:

- 1) You hired a professional to create your company identity and now you're taking those materials and creating your own website.
- 2) You haven't really invested any time in your branding but you do have something in mind for your logo and colors.

If you haven't really placed importance on building your company's identity now is the time to do that because on the web, people buy products and services according to how the website makes them "feel".

In either of the two scenarios above, you'll be faced with choices to make in the layout of your site, colors and fonts. In choosing your layout, go with something that naturally fits your business. For example, a photography site will be image intensive so you want as much real estate (area for display) as possible. Having navigation at the top allows you the width of the page for showing your wares. If you're a non-profit organization that has a lot of information to share, navigation on the left allows for more buttons (links) and your text can occupy the rest of the page. Don't forget to throw in images that are relevant to keep your reader's interest.

When choosing your fonts, aim for clarity. Script might be pretty but it's very hard to read on the web. You can pick a primary and secondary font, with a third font if necessary. It's a fact that dark text on a light background is easier to read than the converse, however, in the case of the photography site or a funky t-shirt site, the dark background helps to show off your product. These sites will probably have minimal text because the product sells itself.

We all know that different colors convey different feelings; therefore you need to really consider the colors you want to use in your site. Certainly, you want to compliment the colors in your logo, but you need to extend past that to form a backdrop for your logo and text. To assist you in doing that, check out [www.color-wheel-pro.com/color-schemes.html](http://www.color-wheel-pro.com/color-schemes.html). It contains excellent information on the use of color and the meaning of different colors. You may download a 30-day trial program that will show you color combos in a terrific way.

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