Search Engine Optimization

Usability

Accessibility

Search engines asks: "What is this site for, and what can users do here?"

Think of Google, et al, as the world's largest screen reader.

Look at your content without images — does it make sense?

Good usability is good branding.

Inverted Pyramid
Simple Sentences
One Idea Per Paragraph

One idea Per Paragrapr

Properly Structured HTML

Intuitive Link Text

Intuitive Headings

No Marketese Lists Users don't read; they scan.

Users ask: "What is this site for, and what can I do here?"

Users want to accomplish something.

CONTENT

User-Centered Design

It's about the users; it's not about the organization.