



CARTY DESIGN + MEDIA

visual communication :: interactive by design

CD+M

Image and perception help drive value: [www.cartydesign.com](#)

Good Design Is Good Business

— Thomas Watson —

Implement the top ten keys to an effective website and realize your branding potential

BEST PRACTICES FOR AN EFFECTIVE WEBSITE

CD+M: Top Ten Keys to an Effective Website

CARTY DESIGN + MEDIA

www.cartydesign.com

info@cartydesign.com

+ 1 604 609 6604

visual communication :: interactive by design



CD+M

Image and perception help drive value: with an

Good Design is Good Business

Thomas Watson

Implement the top ten keys to an effective website and realize your branding potential

WEB DESIGN

JUST WHAT MAKES AN EFFECTIVE WEBSITE?

No matter the size or complexity, you'll find a number of key elements and best practices common to effective websites. Based on our experience and research we've compiled a *Top Ten Keys to an Effective Website*. Is your website effective? Implement the top ten keys, gain competitive advantage and realize your on-line branding potential.

CD+M Top Ten Keys to an Effective Website

1. Brand consistency
2. Personalization (by region, language etc.)
3. Ease of use / navigation
4. Quick links / highlights
5. Call to action
6. Legibility / whitespace
7. Communicate with typography: size, weight, italics etc.
8. Communicate with colour: categorize content by colour
9. Multimedia and interaction: animation, video, audio, links to social media, blogs, podcasts etc.
10. Good, relevant content tailored for the web

Financial Times Website Re-design Highlights

The recent re-design of the Financial Times website caught our attention. FT outlined the improvements for their subscribers (see below) and we compared them with our *Top Ten Keys*.



Financial Times.com before re-design



Financial Times.com after re-design. www.ft.com

Brand consistency

1. Masthead and pink background mirrors the look of the printed newspaper



CD+M

Image and perception help drive value: with an

Good Design is Good Business

Thomas Watson

Implement the top ten keys to an effective website and realize your branding potential

Personalization (by region, language etc.)

2. Option to choose homepage from five regional editions

Ease of use / navigation

3. Main navigation along the top with drop down arrows to reach sub sections
4. Headlines turn grey after being clicked

Quick links / highlights & Good, relevant content

5. Editors' pick of the best content from across the site
6. See at-a-glance what others are reading
7. New tools: keep up-to-date with email briefings, keyword alerts and RSS feeds
8. Dual search function: (a) for news (b) quotes for company financials

Call to action

9. Quick link to subscribe
10. Quick access to tools and applications
11. Best and special offers for subscriptions etc.

Legibility / whitespace

12. Clean, spacious design helps to quickly scan must read content
13. Blue boxes collapse whole sections to unclutter view

Communicate with colour & typography

14. Italics identify FT journalist's comment pieces
15. Dark pink links denote major issues explored in-depth

Multimedia and interaction

16. Interactive and multimedia features well defined: access to video, blogs and podcasts

If you have any questions about how you can improve your website, give us a call. Download the *Conduct a Website Audit* whitepaper from the CD+M website.

info@cartydesign.com
+ 1 604 609 6604
www.cartydesign.com

visual communication :: interactive by design