

# **A Special Booklet: SBI! Web Design Success**

**Best Tips & Tricks to make  
your Site Build It! Site  
look Great!**

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***Good design goes unnoticed***

-

***Bad design, on the other  
hand, has the power to ruin  
all your efforts***

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# ***Dedicated to SBI! Users***

This is dedicated to SBI! users who wish to have their site design look a little better and more beautiful.

You've worked on your template and inserted content and pictures; basically you've been working your butt off. The last thing you'd want to hear is that you haven't got a nice looking site.

However, deep down you also see that the presentation of all that work isn't shining through like you'd hoped for.

Well, it can and it will. This booklet is dedicated to the success of your SBI! design. Let me show you how... in an easy, quick and uncomplicated manner.

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# *No Design Wonders*

Let's set the record straight right from the start. Design is subject to taste and no one formula will guarantee a great look & feel. If there were one formula, all sites would look the same and design would not be a concern.

But, as it turns out, design does play a part in the success of your site and hence it's a concern to you.

SBI! leads the way for us in design and the HTML coding of our Websites. That's a huge advantage and a lot less worry. The collection of SBI! templates are your starting point. They form the foundation upon which you can build and customize. But it's not only your template that needs to be designed well. The presentation of content is also vitally important to your success.

It's in that stable SBI! foundation that you can polish your site to look fantastic and more connected with your target market. And it's in that finishing touch that you build extra trust and professionalism, making your site stand out in your field of expertise.

Think of a car without oil. It will run only so far until it comes to a halt. Design is kind of the same. Your site will run even with bad design, but good design secures the ongoing momentum of your site.

The design know-how you'll gain from this booklet will result in a great look & feel that matches exactly what your site is all about without you having to be a design wonder.

# Overview

After all the mumbo-jumbo of introductions, terms of use and copyrights you'll find this booklet setup in a very practical way. Let me walk you through the steps that will give you the maximum design benefit.

First, I considered how you would need to approach your SBI! site without feeling that you need to redo everything. That made me come up with a step-by-step approach to making your site look better.

I'll work with you from a broad approach right down to the smaller elements on your site. This approach guarantees the most effective and fastest design improvements.

## **PART 1. Powerful Knowledge Of Design Basics**

A few general design basics that apply to SBI! sites. It's the knowledge umbrella above your site ensuring that you always build pages with the right foundation.

## **PART 2. Essential Template Design**

Here's where you discover how to make a great first impression. No matter where visitors arrive on your site, your template is going to be the first thing they see.

## **PART 3. The Best Designed Navigation Bars And Links**

Think navbars and links have nothing to do with design? Sorry, but view a few bad link designs and you'll realize that navbars and links play a major part in a good look & feel.

## **PART 4. Tips And Tricks For Great Page Layouts**

Page layout tips & tricks show you the best way to bring THE look to every page while still keeping an eye on usability issues.

## **PART 5. Dealing With Common Items In Your Design**

When you've arrived at step 5, your site will already be looking great. However, keeping an eye on the smaller design elements will ensure that you get the best out of every bit of screen real-estate.

## **PART 6. How To Stand By Your Design Choices**

Once here, you'll be quite comfortable building a good-looking SBI! site. But just to make sure you are convinced about it, too, I'll give you some tips on issues when reviewing your site.

# ***Tell Me What You Think***

When it comes to designing, you better realize that views and opinions from outside can help make things better. Well, I guess the same applies to this booklet.

Therefore, I want to invite you to send me your feedback. Let me know how it's been successful. Send a link to your site. And yes, I'm also open to criticism. All feedback helps make amendments or add-ons to the booklet, so eventually even more SBI! users create beautiful sites.

E-mail any comments, feedback or information. You can also visit our site and use the contact form.

Site - [www.web-design-success.com](http://www.web-design-success.com)

E-mail - [info@web-design-success.com](mailto:info@web-design-success.com)

Look forward to hearing from you.

# About the Author

Yep, I downloaded all the FREE SBI! stuff and read till deep into the night. I was hooked and I went on to purchase an SBI! booklet called *Make Your Content Sell*. Diligently I worked through it and decided to take the next step and order my first Site Build It! site. It was a whole different interface at the time. And over the years I've seen it get bigger and better.

To my surprise, my first site, Best Motorcycle Gear, was chosen to be an example site for Site Build It!. Everybody commented on how great the design was.

In the mean time, my own Internet design business used SBI! more and more, for ourselves and our clients. We've made a lot of SBI! sites and every time, design compliments were overwhelming.

I still feel it's not rocket science but somehow my designs and Site Build It! just clicked. Eventually that led me to want to write a booklet so that everybody could make better SBI! designs... A basic approach by simply following a few useful tricks and tips.

As I write this, I realize that you might want to see what I actually have done with some SBI! sites... here are a few SBI! sites:

- [www.web-design-success.com](http://www.web-design-success.com)  
*How to improve your design quickly and easily*
- [www.best-motorcycle-gear.com](http://www.best-motorcycle-gear.com)  
*Popular motorcycle gear, tips, articles, reviews & resources*

We also won 4 design prizes in the SBI! iDesign competition. Apart from my SBI! activities, I own a company called Smart Web Innovations. We specialize in helping starting entrepreneurs with Internet possibilities.

# How to Use this Booklet

This booklet is written as a practical guide on how to improve your SBI! design. It's written in a style that enables the non-designer to follow basic steps (see my Overview section for details on what kind of steps) to ensure that the SBI! site will look good enough to guarantee a professional look & feel.

Each design is subject to your topic, your own style, the material you have available and to a great degree to your own design wishes and efforts.

However, using this guide will minimize the need to have design experience. There will be no need for design programs and it's written so that any SBI! user can have a site with a great look & feel.

**SBI! Design Tip** –I have tried to provide as many examples as possible. I didn't want to do this on anybody else's SBI! site other than my own. Most things I talk about are implemented on the following sites and if I haven't, I probably have a reason.

Reference sites

- [www.web-design-success.com](http://www.web-design-success.com)  
[www.best-motorcycle-gear.com](http://www.best-motorcycle-gear.com)

At the end of the booklet I have made some page screenshots and explained why I designed a page in a certain way.

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# *Introduction*

You might feel that you need to be born with design skills to be able to create beautiful looking sites, flyers, logos, etc. But that's not entirely true...

Don't let me fool you! Design talent helps and naturally it always shines through in the long run. However, there's a foundation that's needed for any design to be successful. Once you're familiar with that foundation, it's skill, talent and experience that will take you to the next level.

But for SBI! we don't need to go to that next design level to produce beautiful looking sites. We do, however, need to be familiar with a few practicalities in design. I'll show you how to avoid common design mistakes and how to apply tips and tricks to make your site look great, professional and trustworthy.

And that's all...

No fancy software programs, no hype or redirects. After reading this, you can easily improve your SBI! look & feel and end up having a site to be proud of.

But... in the end... it's up to you!

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# ***Powerful Knowledge Of Design Basics***

- step 1 -

# ***Not A Perfect Design But Still A Success***

***Why it's important – Save time and energy by not over designing.***

***If*** you're not Da Vinci, don't try to be. It's very easy to get caught up in design and end up tweaking for hours when it isn't going to make one bit of difference. Yes, it might make a difference to you, but does it matter for your visitors?

One of the first fundamentals in creating a site that looks good is realizing that you don't need to make perfect designs to be successful. And that applies extra for SBI! sites. We have a lot to do and design is only a small part of it.

**SBI! Design Tip** – Always remember an essential in SBI! design. Don't end up spending more time & energy on improving a design (or one small design feature) that already looks good and gets the job done.

# Rules Worth Respecting

*Why it's important – Knowing a few basic design guidelines will assist all your design efforts in the future.*

**R**ules sounds so official and it might feel like a contradiction to what I'm trying to say in this booklet (I state: You don't use strict rules to tell you where to place things on a site but you do use rules to help bring composition to your designs).

So, respecting a few basic rules will ensure good composition. Breaking them will automatically put your site in the dog house and all others design efforts will not really be a success.

**SBI! Design Tip** – Of course now you are wondering, "What are these design rules?" Well, not to worry because most of them are discussed in this booklet. However, check the following resources (time permitting) for a good foundation on design rules and basics. They are well worth the read.

<http://en.wikipedia.org/wiki/Webdesign> and  
[http://www.digital-web.com/articles/principles\\_of\\_design/](http://www.digital-web.com/articles/principles_of_design/) (*tip*)

# *Design Comes From Somewhere*

*Why it's important – The clearer you know the style and design you want to present, the easier and sooner you will accomplish it.*

**G**ood design doesn't just appear. It's not like designers just make a design from nothing. Design comes from ideas, type of market, type of clients, communication, goals and available material.

Look at your own site and have a talk with yourself (I know that sounds strange). But ask yourself, "What kind of topic do I have (playful, business, leisure)? What images do I have and what kind of style do I have in mind?"

It's from this kind of planning that you get an overall feeling for how you want your site to look. With no planning you'll always be searching for the right touch in your site. Having a design plan will make it much easier to judge whether images, text, template and colors are right for you.

**SBI! Design Tip** – Take a moment to write down and describe the style you'd like to present in your site. Now check to make sure that your site is on track. It may very well be that you are a little off track. No problem, just keep referring back to your wanted style as you implement new design. Your design will come together if you just stick to it.

# Recognize Your Kind Of Market

*Why it's important – By knowing the designs in your market, you'll know what you need to present in your design to fit into that market.*

**T**here is so much you can learn from your own marketplace. It is essential to have an idea of the marketplace if you want your site to be part of that market.

Now I'm not saying that you need to be cutting edge and in pursuit of the big leading companies in your field. What I am saying is that you'll notice a certain type of style in your marketplace that you need to tune in to.

Notice the way graphics are presented, text is written and styles are made. By visiting sites with similar topics, you'll automatically get an idea of what makes your kind of visitors more at ease. Presenting that feeling in your site isn't easy, but it only takes a few site elements to have your visitors feel right at home.

**SBI! Design Tip** – I don't want you to copy anything from another site. I am, however, inviting you to put your own spin on styles you see around you.

**Example** – <http://www.blogger.com>, <http://wordpress.org>, <http://www.livejournal.com>, <http://www.typepad.com> here are four sites and their market is blog hosting. Notice how they all have that clean, sharp and fresh layout. If I needed to design a site for a blog host, I would implement that same style but add one or two little things, which would give it our own identity.

# A Great Invitation

*Why it's important – Attract your type of visitors into your site. That's a great key to site success. Ensure that your invitation is spot on.*

**T**here is no need to design for everybody. There is, however, a need to design for your target visitors.

To prove my point, let me give you an example. Let's say that you have a Website about building houses. It's in your best interest to design with your target visitors in mind. That might mean a little more technical talk, more technical images, and a construction feeling in your template. I'm sure this will get the heart of your target clients beating faster. Now they want to know more about your site.

There is, however, no need to design for the occasional (non-targeted) visitor who pops into your site. Let me say it quite boldly. "So what if that visitor doesn't like the design." The chance of that visitor becoming a regular visitor or a client is super unlikely anyway. Tough

**SBI! Design Tip** – Picture the target visitor you are aiming for on your SBI! Website. Head over to your site and check whether your design matches your target visitor. How do you check? See if your words, colors, images, etc. are typical things matching your concept and thus your wanted visitors.

**Example** – <http://www.dewalt.com/us/core/> This site is not a SBI! site but it illustrates the point quite well. Design for your target market and make it inviting for them to come in and feel at home. Notice the tough logo, the typical yellow background and the machines & tools.

# Use Common Elements

***Why it's important – You don't want to lose any potential clients. Therefore use common elements that keep your pages accessible to all.***

**L**et's say you have attracted your target visitor and he/she is browsing around the site (or so you hope). Now you want to avoid using specific page elements that keep her from using your page. A frequent mistake is making sites that need very specific things to work and look just right.

We don't run a high risk of doing this because SBI! takes care of the HTML coding for us. But still I wanted to mention it to you. No matter how well you know your own market and visitors always use the most common elements in your site content.

**SBI! Design Tip** – Check your page content to ensure that you aren't using advanced, special high tech features that only the latest up-to-date visitor can use: the width of your site layout, the sizes and downloads of pages, the need to have certain plug-ins.

**Example** – This is also where I'd like to introduce "Grandma." Make sure that Grandma's PC can view and use your entire site. I think Grandma would have a lot of trouble with this site:

<http://www.strategixsoftware.com>

# Let Your Design Flow

***Why it's important – Sites are viewed by scanning the design and content. Create a design for scanning and your site will look amazing to your visitors.***

**M**aybe a better way of describing, “flow” is to say “scanability.” You must promise me that you take this point to heart and always check your design for scanability.

Ask any expert on usability and scanning is a major factor in how we view sites. It's what we do (like it or not). So from now on you must ask yourself, “How does my site look if I just scan the whole thing?” Did you do it? Was it a little shocking? It can be!

Many site owners expect people to sit down and read every word on a page, just like it was written and meant to be used. Sorry, that's not going to be happening straight away.

The fact is that first, your design needs to be easy to scan. Once it's easy to scan it starts to flow. The visitor feels comfortable with your site and picks pages and text areas that she/he wants to know more about. Those areas get read in detail.

You can test your own site by scrolling down the screen. With your free hand point to where your eyes are looking as you go down the page at a reasonable speed. If your eyes (or the finger which is pointing) are making illogical stops, improve it (e.g.: remove it, put less emphasis on it, relocate it) and the scanning will become better.

**SBI! Design Tip** – Check your pages for scanability, a very important part of good design. By following many of the tips mentioned in this booklet your scanability will automatically improve.

**Example** – <http://www.best-motorcycle-gear.com/motorcycle-helmet.html>  
I had to present a lot of info, so I tried hard to keep it as easy to scan as possible. <http://www.webdesignfromscratch.com/clarity.cfm> Is a great resource on creating design flow (highly recommended).

# Design Noise On Your Site

*Why it's important -- Too much presentation on a page kills design, usability and your most wanted response. By cleaning up, you don't run that risk.*

**I**t's called noise because it distracts your visitor from what you want her/him to see or do. It can take enormous determination to decide what is causing noise in your page, then locate it and remove it.

Putting everything on a page doesn't make it more effective. It doesn't improve your chances of more revenue, it doesn't make your MWR (most wanted response) clearer and it sure doesn't improve your look & feel. All it does is create more and more noise in your design.

The more noise you put on a page, the less chance you have of making a nice looking design. Doing your best to keep noise down is essential for a site to be nice.

Keeping noise down is a classic when it comes to Google ads. Customizing your ads to sit smoothly in your site lowers the distraction (less noise) and improves your design and ultimately your click throughs.

**SBI! Design Tip** – Check and scan your pages for noise. Honestly ask yourself, “Is this thing here disturbing my main message and design?” If it is, remove it. You want clean pages with hardly any disturbance (noise).

**Example** – <http://www.web-design-success.com/contact-us.html> On this contact page we eliminated all noise (distraction) so that it would be as easy as possible to contact us. The only other thing we could have done was to remove the left navigation buttons (but that would not have been so user friendly - so we didn't do that)

# *Friends Don't Like Surprises*

*Focus – Keep visitors from leaving because of unfriendly design features.*

**T**reating your visitors like friends is a common approach to making good personal Websites. Now, after we've made friends let's whack them on the head with a nasty pop-up, a new page design after every click and a constantly changing navigational setup.

My example might be a little over the top but with good design comes good manners. It's funny how people are often upset about pop-ups or pop-unders, but when it comes to their own site their use is suddenly justified.

**SBI! Design Tip** – Check that nothing on your site is bad manners. It's your site and you can best judge what that means. But ask yourself, "How would I like to be treated on someone else's site?"

**Example** – On this eBay page I am presenting eBay BMW motorcycles on auction. But I hardly earn anything with these pages, so I didn't feel it was worth enough to lose my visitor (by letting the click open the BMW eBay page in the same browser window and then my site would be gone). So I opted to warn the visitor on all my eBay pages that links would open in a new browser window. So I still kept an unfriendly pop-up feature but warn my visitors.

<http://www.best-motorcycle-gear.com/used-bmw-motorcycles-for-sale.html>

# *Present Your Site In An Understandable Way*

*Why it's important – Your site and design are perceived as much more valuable if the content is directly usable.*

**I**'m on the edge of walking into a new field of expertise here (Website usability) and I would like to stick to design as much as possible.

Good design means also presenting usable design. Is your design usable? Ask yourself, “Does my Website visitor have to convert anything on my site before it can be used?”

**SBI! Design Tip** – If you are using any numbers, images, graphs, maps, figures or calculations, make sure they are understandable straight away. Your visitor should not have to convert them to be able to understand them. With conversion I mean: does your information need to be taken off the site and rearranged (recalculated, reviewed, etc) before your information is understood.

**Example** – <http://www.best-motorcycle-gear.com/motorcycle-boots.html>  
Here I tried to present a selection guide (for motorcycle boots) in the most easy and understandable way.

# ***The Essential Template Design***

- step 2 -

# The Core Of Your Site Presentation

*Why it's important – Templates are by far your most important opportunity to present a great look & feel that matches your concept.*

**L**ook and feel says it all and your template is the best way to express it. I would say that it's the most important thing to get right in your SBI! site when it comes to design. It doesn't need to be fancy. But it needs to match your content and site concept in the best way.

This is so important that it hurts to see so many SBI! users dive into content building and overlook the power of their templates. And now you, too, need to be honest here... Did you end up moving too fast past your template? If so, then it's time to make some changes.

Here's my guarantee: Energy spent here will reward you every time. Each time your pages are presented to visitors your template comes along. A nice template is a huge confidence builder and shows your professionalism. Plus ... once you have a great template, it doesn't cost you any more energy.  
Clean

**SBI! Design Tip** – Does your template match your site concept? Try your hardest to make it match the content. It dramatically improves the value of your site.

At a minimum, select a neutral template (one that has no implication of a certain field or specialty) and let your content (text and images) convey the site topic. However, if your template matches your content it's a great benefit!

**Example** – <http://www.weddings-abroad-guide.com> Here is a customized template we did and it immediately shows the power of a good template. It also is a very straightforward design. It is fresh, uncomplicated and gives the visitor a professional feeling while saying 'this site is all about weddings'

# *Make Your Site Meaning Super Obvious*

*Why it's important – It's a free chance to present your name, logo and slogan. Why waste such a great opportunity.*

**T**here is no need to waste this fantastic opportunity. Your site name, logo and slogan should be on your site at all times. The best way to do this is by customizing your top logo with a graphic program.

I know that I promised no usage of special graphic programs, but I had to mention this one. This is such a potential that it is worth asking somebody to do it for you. You need to take out your top image and make sure it has your site name and slogan.

Now work with me here... All I am trying to explain to you is the potential of the top image in your template design.

Ensure that all your pages will present your site theme and topic loud and clear to all visitors. Placing your name and slogan in your top image graphic leaves all page headlines available to say what that page is all about

**SBI! Design Tip** – Check whether within seconds your visitor knows what your site is all about and what the name of the site is. Use the top logo image to present the reason for and identity of the site. Use the page headlines to say what that page is about. Remember to describe the slogan as “what’s in it for them.”

(because what your site is all about is already in the top image).

# Make It All Look The Same

*Why it's important -- Sticking to visual design consistency makes your site look better and more user friendly.*

**Y**our visitor is looking for design elements that are the same throughout the site. If you overlook consistency, you risk making your visitors feel lost and uneasy with your site.

As you're developing your content, you'll come across different features that can be presented in the same way throughout your whole site. Apart from saving you huge amounts of work, a visual consistency creates a nice design and great usability.

So avoid different types of icons, different styles of writing, or different page builds. Work hard to keep the overall layout looking the same. That way, all attention goes to the true content.

**SBI! Design Tip** – Check the way your site looks on all your pages. Do your very best to keep it looking the same.

You do this by building all your pages in the same way, placing elements in the same area, trying to reuse certain images, splitting up pages in the same way, using similarly styled headlines, etc.

It will improve speed, usability and design of your site. This, in the end, enables visitors to do things you want.

# *I'm Sorry, I Can't See You*

*Why it's important – Using the wrong background will break down every design effort you make. It also wreaks havoc with usability.*

Background images that have a pattern below the text or background colors that hardly differ from the foreground make reading the Web page like trying to find your way in the fog.

Use high contrast between background and text. Keep it simple and 99.9% of your visitors will thank you for it.

**SBI! Design Tip** –Please don't mess with a simple clear background. Your site background should have a high contrast (containing no image) to the text on top of it. You are buying the drinks if I catch you making this mistake, my friend.

**Example** – <http://www.webpagesthatsuck.com/dailysucker> If you want to find a site still using bad backgrounds you might find them at web pages that suck. P.S. I do wonder about their own site design?

# Using Colors In Your Site

*Why it's important – You don't want to be surprised that your site looks very different on other computers.*

**T**he more you use very specific colors the more risk you run of having them appear differently on other computers. As a matter of fact, you can run into some very ugly surprises when viewing your own site from another location.

Using Web safe colors eliminates this risk. However, you will be limited in the number of color choices. All I want you to realize is that not all colors are the same on other computers. I often use non-Web-safe-colors but I realize what I risk. The more basic the color the less chance that it will change on you.

Additionally, think about what kind of colors you are using in your site. Colors can match a topic! A scuba dive site would do nicely with a darker blue color. A safari site would be great in earthy colors and a site about love would be good in a romantic red.

**SBI! Design Tip** – Whenever you have a chance, check to make sure your site colors and images are coming across the way you intended. View your site from many different types of computers. Also, check that the colors in your site make sense with your topic.

**Example** – [http://en.wikipedia.org/wiki/Web\\_colors](http://en.wikipedia.org/wiki/Web_colors) Is a great resource for more on Web colors . And here is a great resource for choosing a color scheme [http://mezzoblue.com/archives/2004/05/14/colour\\_schem](http://mezzoblue.com/archives/2004/05/14/colour_schem)

# ***The Best Designed Navigation Bars & Links***

step 3 -

# *Hard To Find Your Way If It Keeps Changing*

*Why it's important – When you select certain spots in your design for navigation, your visitors will like your design and find it easier to use your site.*

We discussed template designs and how it's best to keep design elements the same. You can imagine that the same goes for the way your navigation is presented on your site.

Finding your way around sites is the pure essence of what Websites and the Internet are all about. The tolerance for poor or changing navigation throughout a site is very low.

You need to have a plan when it comes to guiding your visitors around and you need to keep to the plan.

**SBI! Design Tip** – Check to make sure that you are using the same kind of navigation throughout your whole site and that the visitor can find it in the same place on every page every time. Tier 2 pages are often no problem because of the navbar (see note below). But it's especially the text links to Tier 3 pages that need your eye for detail. Make them consistent and use the same location time and time again.

While on the topic of navbars and buttons... Did you mess with your original buttons that fitted into your design perfectly? Why? Buttons not really designed for your navbar, usually wreck the whole look & feel of a site. They stick out and make the site look amateurish. Great integrated navbar buttons are valuable. Go with the originals. Change only the color or font.

# *Make Navigation Integrate Into The Whole Site*

*Why it's important -- Let the navigation be the backbone to your site design. It's so important that it should be one of your first design priorities.*

**F**rom time to time you come across an SBI! site that seems like little separate islands of content and links. It happens most often to the left navbar, which has missed its connection to the rest of the site.

Mostly it's because the navbar and the background of the navbar have colors different from those of the top image. This immediately breaks the site up into parts and spoils the overall feel of your site.

As mentioned earlier, you should work hard at creating a unity between the different parts of your site.

**SBI! Design Tip** – Make sure that Grandma can make her way around the site without asking any questions. She may not be the target visitor, but she is one of your best testers. ;o)

Make navigation easy with the left margin navigation bar and when going to pages that aren't on that navigation bar, try to include a text link navigation at the end or beginning of the designated page.

# *Use Easy To Understand Words In Navigation*

*Why it's important – Keep navigation understandable throughout your whole design. Your visitors will thank you for being so clear.*

**A**lthough you have your target visitor clicking around your site and you think she/he will know what you mean with “zubidoes click here” (I thought of that word right now), try to keep the words in your navigation short, simple, powerful, and most of all, clear.

Of course, you’ll be using topic related words but use the clearest version of each word. Using unclear words in your navigation leads to no clicks. Sure, you can provoke curiosity and temptation but keep it simple and understandable.

**SBI! Design Tip** – Ask an outsider to judge your links and navbar buttons. (If you want to do this exactly right, ask someone who is a target visitor.) Check whether the navigation makes sense to them. I have often been surprised at how easily I make such a mistake. I think, “Oh, they will understand.” I find confusion often happens when I’m trying to be clever with link text.

**Example** – <http://www.best-motorcycle-gear.com> My motorcycle site is all about gear, so I decide to only use exactly one word that describes the topic on each button. Some buttons would have been better with two words but I wanted unity. At the end I had broader categories and gave them a few words in the button (but I listed them all the way at the bottom). Now the navigation looks clean, understandable and logical.

# Show Me That It's Clickable

**Why it's important – By messing with the design of links you end up confusing your visitors.**

**I**f you don't know you can click on it, how can you click? Sure, your navigation bar will be quite obvious and most text links will also be recognizable enough. However, it's with custom images and underlined text that problems often arise.

If an image is clickable and it's not obvious from the start, tell your visitor. You can even go so far as including a text link below the image. Don't underline words because often visitors think of underlined words as links.

**SBI! Design Tip** – Check that links are the correct color. Make sure that you are not underlining normal text or visitors will think it's a link. Also helpful is to mention – click here – in a text link. When using images that double as links, make sure it's obvious. You might have to add a text link below the image or incorporate the image alt tag. (That's the tag used to show text when somebody hovers over the image).

**Example** – <http://www.best-motorcycle-gear.com/motorcycle-history.html>

One morning I made some images for the motorcycle history section of best-motorcycle-gear. I made images of each motorcycle brand logo but I added the text 'discover more' to the image to show it was clickable. I also added text links above each category, all to improve click through.

# ***Don't Be Scared To Repeat Important Links***

***Why it's important – By repeating important links in your design you dramatically improve their click through rates.***

**I** miss things all the time. As a matter of fact I'd probably lose my head if it weren't screwed on. On Websites, visitors often miss essential links, links that you really wanted and needed your visitor to use.

Don't be scared of repeating important links in your layout. If you take them into account early on in your design, you can find different potential spots for (re)presenting them on your page.

**SBI! Design Tip** – Check that you are repeating important links in your design. Select special areas on your pages that you are using as navigational areas. Remember Grandma... Give her a second chance if she missed the first opportunity.

**Example** – <http://www.web-design-success.com/SBI!-design-tips.html>  
Because I felt it was important for you to be able to download this booklet quickly and easily (and I felt it was the main point of the page) I repeated the download link a few times.

# ***Tips & Tricks For Great Page Layouts***

- step 4 -

# Design For What You Want Done

*Why it's important – Keeping an eye on design can improve your most wanted response significantly.*

**I**t's often forgotten how design can boost your most wanted response. You can easily improve that by putting more emphasis on the MWR with design layout and features.

Start by asking yourself, "What does this page need to accomplish?" Then try to focus not only on your text but also on the whole page design.

Google ads are a great example. Your ultimate goal might be to have your visitor click through on any of your Google ads. When you tone down other obvious links and elements in your page, your Google ads receive more attention. This leads to more clicks.

The same principle applies to order forms, e-zine subscriptions, page click through and many more things you might want done. Design can help.

**SBI! Design Tip** – What's the MWR (most wanted response) for your page? Make sure that it stands out in the best way possible. Incorporate your design to make that happen.

Think of detour signs that make you go a certain direction. Now lights, signs and flags don't work on sites. You need to be cleverer and subtler... but still apply the same principle. Send the visitor in a certain direction. I'll admit it's a bit of an art.

**Example** – <http://www.live.com>, <http://search.yahoo.com>, <http://www.google.com> can it be any clearer than with these sites. Design for what needs to be done. We all know that MSN, Yahoo! and Google have much more to offer but see how they restrain themselves and focus on what needs to be done.

# Does Your Content Match Your Design

*Why it's important – Avoid having visitors think that you aren't strong in your niche because of unrelated content.*

**T**his is a slightly different approach than described earlier (How to match your template and site topic). In this scenario, I presume you have already established yourself with a fine template and are building content as you go along.

Now consider what kind of page you are building, is the content you're placing in your page still matching the template it sits in? In other words, does it still match your overall theme? If not, chances are you're getting off topic and risk spoiling the power of your design.

To emphasize my point... Multiply the above scenario by many off topic pages and what do you get? A site that isn't being true to your niche! So avoid as many off-topic pages as possible. And when building them, try to move them out of the main navigational setup. Use a footnote or a Tier 3 page.

**SBI! Design Tip** – Check which pages hold content that doesn't match your concept. Ask yourself why? How important are they? Can they be moved out of the main navigation setup (try a footnote area). Remember, when you have the best presentation (design) in your specialized field, your visitors need to feel that all pages belong within your topic.

**Example** – <http://www.mightygoods.com> I think blog sites are a good example of how content influences your sites perception. Generally speaking the templates bloggers have to use are generic and plain. A good blogger will insert pictures and use topic related words and headlines to still show what the site is about. Now back to SBI!, if you are using a SBI! template, which doesn't say much about your topic, really do your best to insert topic related pictures, icons, headlines and text.

# Design Above The Fold

*Why it's important – Design your pages to show the most important things first, making your visitor want to discover more.*

**T**he word "fold" comes from the newspaper business and it represents the area visible when the newspaper is still folded, the area where you'll find great headlines and small intros to get you hooked and open the paper to read more.

Well, on Websites it works the same way and here we are referring to the first bit of site that is visible without any scrolling. You want to place your best and most pulling text and images right here. Hook `em and reel `em in.

Due to the fact that screens have different resolutions, you can't give a set size for the above fold area.

**SBI! Design Tip** – Fire your big guns first. (It's a quote from Ken.) For us it means: Make sure that you are presenting your best stuff on the first visible screen. Swap content around if need be to make the best impression with what's visible first after the page has loaded.

Oh yes... remember to present that first screen from a "what's in it for them" point of view (and by "them," I mean your visitors)!

**Example** – <http://www.best-motorcycle-gear.com/motorcycle-pants.html>

On this page I placed myself (my site) between buyers and searchers by focusing on pants reviews and additional background information. So I knew that my visitors were on their way to buy motorcycle products. With this in mind I placed some affiliate links right at the top of the page (above the fold). Even before my content was presented. Now on the first screen shot you see discount links.

# Break Content Into Smaller Topics

*Why it's important – By breaking your content into sections, your page design becomes much more attractive.*

**T**hink how all your page content would look laid out on the kitchen counter! Now imagine having to sort it out and place it into different topics. It could very well be that you end up with only two topics or many different ones.

The number of topics doesn't matter! The fact that you can look and decide that your page content has different topics is essential in presenting a page.

With the knowledge of your topics you can design each page by respecting that you have different topics and splitting them up in your page layout. Sometimes all that is needed is a little extra white space or a line to break up the page.

**SBI! Design Tip** – Remember how important scanning was... Well, dividing your page into topics makes scanning a whole lot easier. Divide your page into smaller sections by using sub headlines, extra white spaces, images, lines, etc.

Important: When I refer to different topics on one page, I of course assume that all of the topics discuss the overall page topic and that the overall page topic matches the site topic.

# ***If They Are Similar They Go Together***

***Why it's important – When you place closely matching topics together within your page design, your whole page becomes much more logical for the visitor to use.***

**A**s you design a page to be built up into different topics areas, you'll notice that it would be quite impractical to place similar topic areas far apart. Think of your visitor and how that would seem while moving up and down your page, trying to make some sense of it all. Hmm... I thought I'd already read about that.

Grouping similar topics has a lot to do with the previous tip. The better and more logically you split your page topics, the easier it is to match certain topics together.

**SBI! Design Tip** – Check to make sure that similar topics sit as near to each other as possible. They can still be in different sections, but grouped in the same area.

Ask yourself (a) Is this topic strong enough to be placed individually on a page? (b) What makes the most sense to follow up this topic with?

Important (also mentioned before): When I refer to different topics on one page, I of course assume that all of the topics discuss the overall page topic and that the overall page topic matches the site topic.

**Example** – <http://www.best-motorcycle-gear.com/motorcycle-helmet.html>  
On this page I had to deal with a very long page. The whole page is about motorcycle helmets but it does discuss different things concerning helmets. So I split the page up to make it more logical parts (introduction, advice & checks, tips, fitting guide).

# *Important Info At The Top*

*Why it's important -- The top always receives more attention, so use it to your advantage in page design.*

**Y**our page layout is probably looking much better by now. You've split it into different topics and grouped similar topics together while still keeping them somewhat separated.

The following is different from placing important info above the fold as mentioned earlier. Now you order every topic on a page to present the most important info first.

Honestly judge the importance of each topic and the information mentioned in each. The more important the information, the closer to the top it goes. The more important the page topic, the higher it goes on the page.

But do look at it from your visitor's point of view. What's the most important for her/him?

**SBI! Design Tip** – Check that your headlines, sub headlines, tops of paragraphs, and tops of lists contain the most important info you want to present. Make sure the topics at the top of the page are also the most important.

Don't expect your visitor to read down a semi dull paragraph in the hope of discovering the important stuff. So present the good stuff as soon as possible.

# ***Avoid Having Too Much Material On One Page***

***Why it's important - Too much material on a page will kill anything you actually want to do with that page. Less is better.***

**E**ndless amounts of information is what you want to avoid. Did you know that a long page of text was one of the most annoying things about Webpages for a long time? It's not as annoying anymore due to the fact that scrolling has become much easier and connections are much faster.

Having that said, you do want to avoid too much content on your page. Frankly speaking, it's scary, and after two or three page screens of scrolling, most visitors get exhausted and want out.

**SBI! Design Tip** – This always sounds so much easier than it really is. But you need to be hard on yourself and take out all material that isn't contributing to the MWR (most wanted response) for your page. Too much page material spoils great design.

Golden Rule: Try to present the same page with as little content as possible while still making a great impression.

Feel free to use the content that you cut away on a new page (yeah, even include some good new keywords) as long as you end up with nice looking, focused pages.

# Work With The White Spaces On A Page

*Why it's important – White spaces are often overlooked but are useful for creating great looking page designs.*

**T**he white spaces you have at your disposal are often overlooked, but are highly effective in page design. Using a few well placed white lines will create a breathing space within your design (you can also insert `<br>` tags which makes a soft enter leaving one line blank).

Remember when I told you it's all about making it scannable? Well, white spaces do just that. I often find it a game... some extra or fewer white lines create just the right look.

Make sure that your `<br>` tags attach to each other like so `<br><br><br>` and that the first one you use sticks to the last thing in your sentence.

**SBI! Design Tip** – Discover how inserting extra white spaces in your page design can improve the look & feel dramatically.

**Example** – <http://www.web-design-success.com> Notice how many white spaces are between the many different topics. Especially on a homepage you are often presenting totally different topics, extra white lines help them stand out by themselves.

# Avoid Making Design A Roadblock

*Why it's important – Avoid the page layout influencing the follow through of your visitor, this might result in visitors never coming to the end of a page where you want something done.*

**S**ometimes without noticing it you make a design that creates a roadblock, an obstruction in the flow through your site.

Imagine your page as a road that your visitor is traveling down while he/she scrolls the screen. You've placed two big images just before your order link. That kind of design is what I refer to as a roadblock.

Roadblocks come in many forms: images, banners, unexpected introduction of different content, little navbar boxes and much more.

**SBI! Design Tip** – Scan down your pages and notice if something interrupts the flow and makes you stop scanning. If that stop holds no value, it's a roadblock and I suggest that you remove it from your page design to keep the flow going. Trust your feeling here.

# Align Items On A Page

*Alignment creates rest for those tired eyes (Visitors have viewed many pages before yours). What a treat to be able to relax on your design!*

**A**ligning a page is not hard to do and when consistently done it results in great design. Draw imaginary (here I go again with my imagination) lines up and down your site.

Most of your content should start on exactly the same line. You still have the opportunity to be flexible but use the same alignment when inserting a similar element lower down on a page. Alignment goes not only vertically, but also horizontally.

**SBI! Design Tip** – Check that everything is aligned. Don't let new things start on a new line. Align them with a similar point higher up on the page.

Have images all on the same row (and preferably all the same size). Let text start at the same point.

# Use Lists To Make A Point

**Why it's important – Lists look great in design and receive enormous attention.**

**L**ists work so well in quickly showing different points that it's hard to believe we don't use them more. Use lists as soon as you have a few points to make and organize them from the most important to the least important (unless that absolutely doesn't apply to the list in question).

Do remember that a list is not one point. It looks empty if you try to use a list and present only one point. In such a case, try to work the point into your content and give it a little extra emphasis. (Having a text link in a text paragraph is always a great attention grabber.) When you make a list with more points, keep the points close together and don't space them out too much or it will look like all separate sentences and not a list.

**SBI! Design Tip** – Check that you are using lists whenever you are presenting more than two different points. We all love lists and they get a huge amount of attention when a visitor scans a page.

If every point you are emphasizing fits onto one line I would not have a white line between each point. If the points are longer sentences which go over two lines. I would insert a blank white line between each point.

**Example** – <http://www.web-design-success.com/SBI!-templates.html>, Here are two pages which show points made WITH white lines between each point. Here is a page, which shows points made WITHOUT white lines between each point. <http://www.weddings-abroad-guide.com>

# Poor Integration of Ads

*Why it's important – Bad integration wreaks havoc with your potential click through rate. Advertising that flows with the design gets super results.*

**B**ecause we want it in our sites it ends up playing a major part of the page look & feel. However because we often end up integrating advertising after we have finished designing our pages, the new look & feel looks terrible.

Plan for your advertising. Just like you've discovered how to split up your page content into smaller topics areas, reserve some room for your advertising. By doing so, you not only improve the effectiveness of the ads (You can match relevant content to relevant ads.) but also the total design layout.

Remember the old days when banners were so obvious that nobody clicked on them? They were just sitting there, big and bold, hoping for a click. Today your advertising needs to complement what's happening IN your content.

**SBI! Design Tip** – The art of integrating advertising. Think of your ad as an image and where it would have a great value. Then integrate the ad exactly there. If possible, try to adjust the ad to make it match your page design.

If you're stuck with an ad that can't be adjusted to your look & feel, figure out how to place it in the page without spoiling the look & feel of your site. It's not worth it.

Your advertising income can receive a huge boost from great design integration. But you might have to gain some experience before you get the hang of it. Just like template design this is worth getting right!

**Example** – <http://adsense.sitesell.com/adsense1.html> SBI! has some excellent articles on the usage of Google Ads.

# Use A Footnote In Your Design

*Why it's important – By using a footnote in your site design you have an opportunity to move unrelated niche topics out of the way.*

**S**ome things just don't belong in your core design and mess with what you want to present. They stop you from shining in your topic. I'm talking about things like copyright notices, terms of use, and other dull info pages.

To avoid having them mess with your design too much, I suggest using a footnote in your design. This is an ideal way to still have the information on your site but not in plain view.

**SBI! Design Tip** – Use the footnote to get things out of your design that aren't adding to your site concept or niche.

**Example** – <http://www.smartwebinnovations.com> This example is not a SBI! site however it does show how you can get unrelated distracting content out of the way and only focus on what matters.

# ***Dealing With Common Items In Your Design***

step 5 -

# ***That Form Looks Way Too Complicated***

***Why it's important – Forms are made to be used. So design them to look as easy and comfortable as possible and they will be used.***

**A**void going overboard with your form. While it maybe very tempting to ask just one more question, you should try to keep your forms as simple and easy as possible.

Design them so that an absolute novice can use them and don't ask more than you actually need to get the job done. Asking more will only add to the way the form is perceived and might ultimately push people away from using it.

On a side note, when using more than one form, try keeping the same layout and style going as you had in your previous form. It once again shows that eye for detail and makes your overall site design look that much better.

**SBI! Design Tip** – Check that Grandma is prepared to fill in your form. Does it look easy and inviting? Use short clear instructions with well labeled text fields.

# *Extra Emphasis Can Lead To Overkill*

*Why it's important – By wanting to emphasize a lot, you risk emphasizing nothing. Your visitor gets brainwashed and doesn't see clearly anymore.*

**M**ost often you'll find it on dedicated sales pages where a lot is being emphasized to make you aware of the benefits. Sales page designs have different rules that are best avoided when making content pages for your SBI! site.

I can, however, imagine that you feel so strongly about your content that you want to emphasize the hell out of it. So you make words bold, use many headlines and even start to underline sentences, plus anything else you can think of. I mean... this is important stuff you know!

Remember the Golden Rule: Try to design with the fewest number of elements and still get the point across. The same applies to emphasizing text.

**SBI! Design Tip** – Check that you are emphasizing only a few things in selected places. Don't go crazy with too much bold and too many underlined words. By being selective, you really make a point that stands out!

# Dealing With Senseless Words In Your Design

*Why it's important – Don't expect visitors to read useless text. Show that you realize that their time is valuable and they will spend more time on your site.*

**Y**ou and I, we all do it. I end up doing it when I'm tired... I somehow get on the "babble train" and useless words mix into my content, words that add no value to what I am trying to present on that page.

All useless words need to be erased. Sure, it can be tough after spending hours typing that new text. But think of it this way, better that your visitor read the short power version instead of nothing at all.

**SBI! Design Tip** – Check that your text does not have a high "bla bla" factor. That late night content writing can get the best of you. Make your writing short and powerful in 4 line paragraphs.

The goal is to leave out words and still be saying the same thing. (Don't remove your keywords!) Do one page and compare it to the old version. I guarantee you that short and powerful rules on the screen.

# Headline Designs

***Why it's important – Headlines receive maximum exposure in page design. Use them to your greatest benefit.***

**W**orking with headlines can be very rewarding when you get it just right. On the other hand, it can be frustrating when you miss the mark.

Usually we associate headlines with the top of the page, but headlines are also great to use as section dividers within a page. (Use a smaller size headline than the one at the top of the page.)

**SBI! Design Tip** – Check that you are using grabbing headlines that answer “what’s in it for them.” Keep all your headline styles the same throughout your site to build trust and consistency. Use powerful sub-headlines to break up pages, improve design, and pull visitors down the page.

**Example** – <http://www.best-motorcycle-gear.com/motorcycle-helmet.html>  
Notice how the headlines break the content up nicely and make different sections. Have fun with (sub) headlines (use catchy descriptions combining your keywords) or keep it very simple (use only your keywords in your headline).

# Long Text Leads To Poor Design

*Why it's important – Text on screens isn't the same as text on paper. Text for the screen should be written for scanning. Long screen text is hard to scan and poor to read.*

**W**hen it comes to screen text and how you can best present it, you need to be thinking in short crisp paragraphs. If your text layout looks like one long text page, your visitor is most likely not reading it.

The more your visitor is in need of that specific information, the more willing she/he will be to read long text. (Often long text is printed to read in a more relaxed manner.) But generally speaking, all your text needs to be built up of smaller paragraphs.

**SBI! Design Tip** – Text on screens is fundamentally different from text on paper. So check your pages for short powerful paragraphs. Break between paragraphs with a clean white line. Stick to about four lines per paragraph. Split or shorten long paragraphs if need be.

# *Images Need To Match The Content*

*Why it's important – Matching content and images is like hitting a homerun. Why not score every time?*

**Y**eah, sure Richard, that's a no brainer. I agree, and to my absolute shock, I find too many sites presenting images that just don't match the content, or that aren't clear in what they are trying to present, which is equally shameful.

I can understand that you might not have the right images or lack the know-how to customize them. But by no means is that an excuse for placing bad images on your site.

Let's face it folks, you can ask your teenage nephew, the neighbor or me to do your images. Anything is better than bad graphics. Time and time again I have been surprised at the power a single well-presented image holds on a site -- and the havoc bad images create.

The bottom-line: better one well-presented image than 10 bad ones.

**SBI! Design Tip** – Check that images match what you are writing about... more specifically, what you are writing about exactly in that area of the page. Using matching images improves page design and overall site design dramatically.

Here is a fantastic image resource! It's a free image stock library where the picture owners have given permission for us to use their work. So if you are in need of some extra material...

<http://www.sxc.hu/>

# Flashing Is Annoying

*Why it's important – Don't annoy your visitor or look like an amateur.*

**L**uckily very limited, and not seen often, but anything animated must die. Anything moving (in the old sense of the word) must be very well considered before becoming an integrated part of your design.

Nothing spells amateur more than animated, flashing and moving objects on your site. Despite the fact that they might be very funny, they don't belong on well-designed Websites anymore.

As we speak, more and more streaming content is coming to sites. It is not that kind of movement I am referring to. As a matter of fact, I am a great believer in the potential the Internet holds for this kind of interaction.

**SBI! Design Tip** – Check that nothing is flashing and if for some odd reason something is, check that you are very sure about it.

**Example** – [http://www.users.nac.net/falken/annoying/ani\\_gif.html](http://www.users.nac.net/falken/annoying/ani_gif.html) Here you can find some really annoying animated images.

# *Images Too Heavy Or Too Big*

*Why it's important – Using images that are too big kills a great design and slows downloads.*

**D**id you know that hardly anybody asks, “What point does this image need to make on my site?” That’s a shame because the answers could help determine whether the images are too heavy or too big for the job.

Ultimately, you want to be using small and light images that present exactly what you have in mind. No more, no less.

Walk through your images and give them a critical look. Can you get away with something lighter or smaller? Often cropping (cutting away what’s not needed) an image would give much better results.

**SBI! Design Tip** – Check images for load time. Loading should be quick and easy. Also check whether you are using the smallest sizes.

If the above is hard to judge, then ask yourself, “Am I using the smallest image that is still clear enough to get my point across?” If not, you can improve your images to improve speed (usability) and most likely, design.

**Example** – please see ‘cut download times’ for a useful resources for testing your page load times.

# Right Kind Of Image For The Job

*Why it's important – To ensure nice and sharp images you need to use the right image type for the job.*

**I**mages used for Websites are often a choice between gif or jpg. This is nothing more than a format used for the image. Each format, however, has certain advantages and disadvantages. Using them in the wrong way gives you a lesser quality picture and often a higher image size.

JPG images are used for pictures, images where you'll find a lot of small subtle color changes. Such images will keep a nice composition in the jpg format.

Gif images are used for high contrast basic color images. Such images will stay nice and clear and bright when used in a gif format. Logo and templates are a great example of gifs.

**SBI! Design Tip** – Here is an interesting short article if you are still not sure when to use a gif or a jpg image.

<http://www.siriusweb.com/tutorials/gifvsjpg/>

# ***How To Stand By Your Design Choices***

- step 6 -

# Cut Download Times For The Best Presentation

*Why it's important – If your pages load too slowly your visitors will be long gone by the time they are finished loading.*

**Y**our design is most likely wonderful, but is everybody sticking around to see it? Download time has a huge influence on the way your site is perceived.

I have seen situations where the most beautifully designed site wasn't even considered for further review because it didn't load quickly enough. Sadly, the owners had spent a whole lot of money for somebody to design it.

If there is any way that you can make your presentation load faster by omitting parts while still presenting the same thing, do it!

**SBI! Design Tip** – Make pictures smaller, text more compact, logos and banners leaner and the overall page smaller, and your page will load faster.

At <http://www.websiteoptimization.com/services/analyze> you can run a Webpage through a free HTML test. It will also give you a load time reference. Note this remark on their site: 'consider reducing total page size to less than 30K to achieve sub eight second response times on 56K connections. Pages over 100K exceed most attention thresholds at 56Kbps, even with feedback'. Interesting guidelines.

# *The Right Feedback From The Right People*

*Why it's important – Feedback from the right people ensures that you improve the right aspects of your site.*

**O**ften we ask friends and family to review our site only to hear what we like to hear. It's those people who often know how hard you've been working and they are the least likely to want to tell you that something sucks.

Equally tricky is to ask for feedback from people who have no feeling for your target market. Ultimately, it will be hard for the reviewer to adequately judge the design you have made.

Forums in your field of expertise are an ideal place for feedback but do ask for specific feedback. "What do you think of my site?" is, in essence, a wasted question because you are asking for someone's taste, which is always subjective. Be specific in what you want reviewed... "What do you think of...?"

**SBI! Design Tip** – Have your design reviewed by three well-selected people that hold true value to your site design (see points described above).

# *View Your Design Everywhere You Go*

*Why it's important – You might have designed a part of your site in such a way that it looks different on another system. Only one way to check.*

**M**ama mia, have I been surprised at my own work, even to an extent that it was shocking. After getting over the initial scare, I researched what made my design look so different and corrected it. But if I had never looked on that other PC, I would never have known.

I hope you avoid a shock like I got. But just to be sure, check your site whenever you're out visiting a friend, in an Internet café and of course when you come across somebody with a different system (Mac/PC).

It's a healthy habit to have.

**SBI! Design Tip** – There is something that you need to keep in the back of your mind when reviewing your site on different systems. There is a heavy dominance in the browser market. Yep, Windows! Most of your visitors will be using Windows software.

# ***How Does It Look Printed***

***Why it's important – If your content is meant to be printed, you should make sure it looks great on paper, too.***

**R**un it through the printer and see how it looks. Don't go adjusting your printer to make it look all perfect. Just use the default settings anyone would use.

Depending on your topic, and if it's meant to be printed, decide if you want to amend your layout so the page also looks great printed. If your site isn't meant for printing, I wouldn't go to great lengths to accommodate this. But if you can make it better with a few small improvements, go for it.

# ***Not Everybody Will Like It***

***Why it's important – Avoid endless tweaking by realizing that not everybody will like your design. Stand by what you believe in.***

**S**ad but true! There is simply no way that everybody will like your design. First off, you need to consider who's talking. (See my comments on getting feedback.) Second, you'll need to decide if it's an issue that is okay to disagree on.

It's okay to have different opinions about what you've designed as long as you are happy with the design and it's getting the job done. Remember the first tip I gave you: Not a perfect design, but still a success. That's what it's all about.

# *Final Words*

After improving many SBI! sites and seeing even more sites that would benefit hugely from a touchup, my mind was made up... an SBI! design booklet had to come.

My idea was a practical easy to read manual. Down to earth advice on how to improve your SBI! site. Now that you've come to the final words, you can be the judge whether this manual will do the trick.

One thing I am confident about, with this booklet you have a lot of design potential at your fingertips. If taken step by step, these ideas will lead you to a nice professional looking site.

For those in need of design services, do contact us via [www.web-design-success.com](http://www.web-design-success.com)

I hope you enjoyed reading the booklet and your SBI! site benefits from it.

Richard Batteram

P.S. Do let me know how your site has turned out.

# **Appendix**

## **1) Screenshots**

Well let's get visual! I received so many requests to make screenshots of my tips & tricks that I couldn't say no anymore. Here is a collection of screenshots from my sites. I hope it will give you a better understanding of making nice layouts.

Feel free to do it your way. Let me know about it.

# web-design-success



Easily overlooked but the yellow here matches the yellow navbar - pulling the two parts together (unity)

Site name (presented as a URL) + slogan

A friendly face (why not) and SBI webmaster logo for trust building.

A centered headline, presented in a way that shows benefits for the visitor

I often use a small catchy line below the top headline because it gives me opportunity to insert good keywords

Nice opening text (important info above the fold)

A very basic navigation bar. I like to keep it simple and clear

A sub headline (I don't often use a different color) centered to match the centering headline style at the top.

List of important points. Because it concerns little paragraphs I inserted a line between them.

Often forgotten but I am using extra white lines here. Creates more rest in the site and makes it easy to scan

Once again a sub headline to show a new section  
Again centered like the headlines above

Notice the different sections here. Each with its own title, paragraph and icon. Now you realize the different choices to make.

See how all sections have been built in the same way, which gives so much rest in the design

The most important topics have been presented first.

See how the icons all have that blue look to them. It also matches the template at the top a little. Having the same kind of images makes you see all the products are still from the same provider.

At the bottom we placed a footnote curl. Little image to show the end of the page. Like a sign saying 'no need to scroll on'



The same style of page layout as all the other pages  
By doing this your visitor trusts you and will easily go around your site.

The power of one good image in your content versus trying hard with many different ones.



A logical order of buttons - which is also the same order as presented at the bottom of the homepage

The headline (yes it is very basic) still the same centered layout as the other pages

That catchy line isn't really needed on this page but I went with it anyway - to keep the page layouts the same thru the whole site

A small color difference to indicate the page which is active

Extra white lines for more rest in the site

All text fields aligned in the same way. With very clear words to help show what needs to be filled in

A simple form has more chance of being used than a long complicated one

The footnote curl to mark the end of the page again. A returning feature on the site gives visitors confidence

# best-places-in-capetown



Name of the site - this time without the URL extension. The site slogan is right below it.

Nice tourism image of Cape Town. To help promote the site topic

A very long navigation bar! This is not normal but we did it because we wanted a directory feeling to the site. Maybe we will solve it in another way in the future. Notice the navbar is built up as logically as possible. Matching topics go together.

The site logo is inserted into all the pictures. Gives a different look & feel. All the images have to match the topic on the page.

This area - you see again only a few highlighted words, nice white spacing around the sub headline. The sub headline centered like the top headline but in a smaller font size.

Present (sub)headlines as benefits for your visitor

This divider you will see on all the pages. The logo plus a sub headline. By returning this feature to all pages the design becomes stronger. You develop your own style of site.

Make links logically. See how clear it is which links I had visited and which not.

The different groups of links are also ordered in this way on the navbar.

**Best Places in Cape Town**  
2008 TRAVEL AWARDS RECOGNITION

**Cape Town Guest Houses**

Discover great Cape Town guest houses, their personal reviews & recommendations will lead the way.

Guest houses in Cape Town are smaller than your average hotel. Usually guest houses in Cape Town have about 10 rooms or so, and they're a lot less personal than a bed & breakfast, meaning that we do find most guest houses in Cape Town super friendly and personal, in making you feel right at home. Nearly every place you go to has breakfast included.



You can be sure to find most of the Cape Town guest houses situated ideally. You will have access to close by shopping centres, tourism highlights and great restaurants. If you want to stay clear of big hotels and want to add a more personal kind of feel to your staying experience, Cape Town guest houses are the way to go.

**Guest House Recommendations**

**Hamletting House**  
 What's nice about this exceptional accommodation, is the fact that you can either receive you, tea, or all the items if need be. If you are interested in a stay at an exclusive but still small hotel close to the city center of Cape Town, then you will surely enjoy a visit to Hamletting House. You can easily walk to town, the Company Gardens and other landmarks.

No. 1 Lodge Street, Oranjezicht  
 Western Cape, South Africa  
 Tel: +27 (0)21 401 1907  
 Fax: +27 (0)21 401 1907  
[www.hamlettinghouse.co.za](http://www.hamlettinghouse.co.za)

**Willy Woodruff**  
 An exceptionally well-run accommodation that you will enjoy staying at. Willy Woodruff is situated in the suburb of Sea Point and quite close by most of the main attractions in and around Cape Town. As you will experience yourself, most people enjoy just staying and enjoying the extremely pleasant facilities. For example, the solar heated pool which you do not find at all of the Cape Town guest houses.

35 Main Street, Sea Point  
 Western Cape, South Africa  
 Tel: +27 (0)21 434 6433  
 Fax: +27 (0)21 436 2030  
[www.willywoodruff.co.za](http://www.willywoodruff.co.za)

**Les Cascades de Bonty Bay**  
 Les Cascades de Bonty Bay will surely impress you with the look of luxury and feeling of tranquility. The most impressive aspect is the superb location of the establishment - walking distance from Cliffon's beaches and only a few minutes drive from the attractions like the V & A Waterfront and Table Mountain.

48 De Wier Road, Bonty Bay  
 Western Cape, South Africa  
 Tel: +27 (0)21 434 4209  
 Fax: +27 (0)21 434 4206  
[www.lescascades.co.za](http://www.lescascades.co.za)

**Table Mountain Lodge**  
 Exceptionally good breakfast, great service and the homely feeling you get at the lodge, are worth recommending. Of course, there is the breathtaking view of Table Mountain, combined with the cozy bar where guests come together from all over the world to enjoy the pleasurable stay and good company.

10A Tamboersdal Street, Tamboersdal  
 Western Cape, South Africa  
 Tel: +27 (0)21 423 0542  
 Fax: +27 (0)21 423 0490  
[www.tablemountainlodge.co.za](http://www.tablemountainlodge.co.za)

[More Cape Town Guest Houses](#)

Best Places in Cape Town - South Africa  
 10 Rights Reserved - 2008

[Privacy Our Establishment](#)

Keyword rich starter. Done for search engines. Headline, two lines and first paragraph are all filled with the right keywords. Then I presented it in the most appealing way for visitors (what's in it for them) Notice also the extra white line below the top headline.

Better to have one good image than many different ones.

See how the logo is inserted into the picture.

After the image I followed up with more text : so that SE would really know what the page was about. Then some extra white lines and the divider I introduced at the homepage. The white space also clearly marks a new section coming.

Because this is a recommendation site, we wanted every recommendation to have its own area. But we made sure we presented them all in exactly the same way.

This small horizontal line makes all the difference in splitting the different recommendations. However it is not such a big divider like the one at the top with the logo and sub headline.

This page could go on for ever but we decided to introduce a page 2, so we avoid very long pages.

At the bottom we repeat an important link 'join our site'. We repeat that on many pages.

Hard to see here but we included a footnote on all pages. It shows copyright and marks the end of every page.

**Shark Cage Diving with Brian McFarlane**  
**Review & Recommendation**

<http://www.photography.net>  
 Brian McFarlane  
 Member  
 Hermanus Cape, South Africa  
 Tel: +27 (0)21 205 2120  
 Fax: +27 (0)21 212 2766  
 Email: [brian@brianmcfarlane.com](mailto:brian@brianmcfarlane.com)  
 Site: <http://www.photography.net>

**Wow, what an experience... read our review below.**

For a little while it looked like we weren't going to go. I mean it was blowing a gale force wind. So for a while while it looked like the boat was going to have to turn sailing out to have a look at the white shark capital of the world.

After a little hurried breakfast we left our accommodation and headed down to the harbor office which also duplication as a shop for white shark items. Surely people gathered around and the talk was all... are we going to sail? then, check out those reports!



However calm and collected Brian (owner and skipper) assured us that he was sailing out and would be coming shortly. Within 30 minutes later a group of 12 people (not included) left for their island powered by two 200 horse power engines.

Over Island has a unique setup and since the boat has behind the shelter of the island it was possible to see the white sharks. Not a wave in the neighborhood. About four other boat operators had joined at this time from which we were actually from and went about 100m offshore in the full force of the wind and went about 100m offshore (about 100m). The skipper had thought about the better hand and used for the most relevant approach.



It took a little while before the first big boat appeared but it was well worth the wait - according to Brian this was actually only a smaller one (2 meters), it did sound like our enthusiasm. These creatures are absolutely amazing.

As the boat approached the shark cage (about 100m offshore) the white sharks started to follow it up to the cage. Once that started happening it doesn't take long for sharks to appear around the boat - no less than 2 or a matter of minutes.



Without notice the bubbles of noise seem to be in the air. It's only when you're really close to the cage that you can hear the noise. The noise seems to be from the cage and the sharks are coming and as you close up you can hear the noise. The amazing view of a great white shark swimming near you. The god there's the cage between us.



Seeing I was the last in the cage of material got placed back on board since I was out of the water and suddenly added to gather around the back deck. We left the sketched scene and headed back to port.

Despite the wind blowing a strong gale force everywhere, felt safe and secure in the hands of Brian, who skillfully managed his way to the harbor. As friends we all had our good time. What an amazing experience and a better way... don't miss out on white sharks!

For an absolute amazing experience go with the best - Brian McFarlane. It's not a professional, experienced guide, we'll recommend Brian to anybody who wants to go white shark diving in South Africa.

Brian McFarlane  
 Member  
 Hermanus Cape, South Africa  
 Tel: +27 (0)21 205 2120  
 Fax: +27 (0)21 212 2766  
 Email: [brian@brianmcfarlane.com](mailto:brian@brianmcfarlane.com)  
 Site: <http://www.photography.net>

<http://www.photography.net>

This is an important page to the advertiser so we repeat the critical information at the top and at the bottom of the page. We also repeat the links.

The power of using images in your content.

Text content can be very boring and just one image (which matches the content) will do wonders for your page look & feel.

The following page is a review of a shark cage diving experience. As the story describes the day - so do the pictures.

The pictures also help break up the content into smaller parts. Which improves the scanability of the page.

**Best Places in Cape Town**  
THE BEST OF THE CITY

**Cape Town Health Spa**

**Cape Town Health Spa**  
 Spoil yourself in and around the city.

Throughout the city and in the wine lands you will find great Cape Town health spas. This area of South Africa boasts a few of the best spas in the country... the service is unbelievable. You can choose a spa for a day or spend a few nights.



If you are looking to be pampered then you'll want massages, facials, pedicure and manicure and maybe hair treatments. If you on the other hand want to try something different there are many alternatives to choose from. We hot rock therapy up to wine therapy. You can also check into a Cape Town spa where you will only be allowed to eat according to a strict health schedule while going through different cleansing therapies.

before you decide where to go, make up your mind what you are in the mood for - it will make choosing much easier.

**Health Spa Recommendations**

**SEA Sanctuary Spa**  
 The Cape Town Spa has an indoor hot/cold pool and a steam pool. You can also make time to take a swim in either the hot or cold plunge pool. This spa is the ideal spot to relax and feel rejuvenated. The Cape Town spa also takes pride in their health bar, unique decor and Sunbathing.

Victoria Road, Suburban Camps Bay  
 Western Cape, South Africa  
 Tel: +27 (0)21 427 9000  
 Fax: +27 (0)21 427 9000  
[www.sea-sanctuary.com](http://www.sea-sanctuary.com)

**SpaSpa**  
 SpaSpa at the Woodstock Mansions Hotel, it offers a perfect Cape Town health spa experience, ranging from body treatments, skin care, touch therapies and many more. They use traditional hands on touch therapy. They are guaranteed top level Cape Town spa experience.

221 Beach Road, Sea Point  
 Western Cape, South Africa  
 Tel: +27 (0)21 424 2281  
 Fax: +27 (0)21 424 2275  
[www.spaspa.co.za](http://www.spaspa.co.za)

**Spa's Wellness World Spa**  
 All of your senses will be touched when you visit the Spa's Wellness Centre. It offer a unique spa treatment, with many different things that helps you handle stress. You can also make use of the additional full range of health and beauty treatments and the state of the art equipment.

Franschhoek  
 Western Cape, South Africa  
 Tel: +27 (0)21 875 9100  
 Fax: +27 (0)21 875 9100  
[www.spaswellness.co.za](http://www.spaswellness.co.za)

**Sensuelle Lifestyle Retreats**  
 Here you will find warm hospitality and modern spa facilities. The Cape Town health spa has been going for ten years plus. You can expect multi class treatments and top notch customer service. They use making use of a combination of philosophy with modern scientific advances to provide you with special products and treatments.

87/87 Beach Road, Mouille Point  
 Western Cape, South Africa  
 Tel: +27 (0)21 424 2980  
 Fax: +27 (0)21 424 2980  
[www.spasensuelle.com](http://www.spasensuelle.com)

[www.CapeTownHealthSpa.com](http://www.CapeTownHealthSpa.com)

Best Places in Cape Town - South Africa  
 100 pages of reviews - Copyright ©2009  
[TravelLine.co.za](http://www.TravelLine.co.za)

Very basic top headline, centered on the page

Like many of my pages, a good keyword start (but also nice for visitors).

An image to match the page topic. We also integrated our logo into the picture

Sub headline to divide the sections. On every page presented in the same way

Keep links as logical as possible. Even on this page you can see which links have been visited and which have not.

Extra white lines in some places

**For Cape Town Establishments  
\* Get Great Exposure \***

**It's Free to be Included on  
Best Places in Cape Town**

Dear Cape Town Establishment,

It's super easy to include yourself... all you need to do is fill in the form below. Your site'll benefit from the exposure we receive from thousands of local and international clients.

You'll get a Free (2) Star description with all your contact details mentioned on our site at absolutely no cost. We'll even guarantee inclusion if you see to our site.

**If All Establishments get Reviewed in  
the Best Ones get Presented to Our Visitors**

[Back to Homepage](#)

**Submit your Establishment Details**

Please refer to any category for examples on how we present recommendations from the details you provide. After clicking the submit button you will be directed to the confirmation page. You will also receive a confirmation email.

Please note that all fields followed by an asterisk must be filled in.

First Name\*

Last Name\*

E-mail Address\*

Will you be placing a link to our website? \*  
 Yes  No

Where will our link be located on your website?

Name of establishment to be mentioned on our website\*

Contact telephone number to be mentioned on our website\*

Contact fax number to be mentioned on our website\*

Email address to be mentioned on our website\*

Website address to be mentioned on our site\*

Which category is most relevant for your establishment? \*  
 General  Other

Two (2) Star description to be mentioned on our website\*

Four (4) Star description why your establishment is special\*

Please any additional comments to field below

**Guarantee your Inclusion by Linking to Our Site**

Placing a link on your site to best places in cape town.com guarantees that we will include you on our site. It's a free step it might be very difficult to place a link. Tell us or about it but we do not guarantee inclusion on our website.

It's a free, fast link you can integrate anywhere in your site, it will look like this: [Click Here to Find out about us](#)

Please have your webmaster place the following code on one of your trusted or established pages.

© 2010 Best Places in Cape Town. All Rights Reserved.  
This site is protected by Best Places in Cape Town.com

Insert only the minimal instructions before the form. Let people get on with filling in the form.

Make a form as easy to fill in as possible

Align all the fields in the same way to create rest

Adjust the fill in boxes to represent the amount of info you are expecting somebody to fill in.

Let the form stand out a little on your page



By removing the navbar the visitor can easily feel lost, so I gave them the text links for reference. If you click on any of the links, you would find the text in the same place.

Sub headline to break up the content (also extra white lines have been inserted)

Footnote to mark the end of the page



Always keep text close to the top of the page. Great for search engines. Don't first insert your pictures and then text (do it the other way around)

Google Ads above the fold, optimized for this layout.

The power of list points. Even presenting whole paragraphs in a list kind of way still creates extra attention. Much more than if this was just a big piece of text.

Imagine this page with no extra white spaces. It would look very full wouldn't it? Use white spaces in your design.

This is a tier 3 page, so I added a list of text links at the bottom. One text link goes back to home and the rest to similar tier 3 pages.

Best-Motorcycle-Gear.com

Home  
 Methods  
 Parts  
 Books  
 Covers  
 Jackets  
 Bikes  
 Toys  
 Tires  
 Helmets  
 Engines  
 Software  
 Lights  
 Cbs  
 Customs  
 Chimes  
 Helmets  
 Electronics  
 Computers  
 Communications  
 Transmissions  
 Magazines  
 Manuals  
 Tools  
 Racing & Bikes  
 Motor Your Bikes  
 Ride & Bikes  
 Auction & Sales  
 Popular Gear  
 Directory

## Motorcycle Tire Reviews Stick to the Road, Buddy

Motorcycle tire reviews and information. In the early days motorcycle tires fitted with some top road and dual motorcycle tires which were also faked at the time. However, simply due to the nature of motorcycle tires (the drums are off) they have received much attention over the years which is quite high and you can find the details in motorcycle tire reviews.

**Main Links for Motorcycle Tires**

[Click Here - For Cheap Motorcycle Gear \(page 2\)](#)  
[Click Here - For Discount Motorcycle Gear \(page 2\)](#)

### Tire Introduction

The modern days tires are tubular and from and back tires differ in width, allowing the back to be wider to deal with the tremendous power output of the engine. Compounds used differ from soft to hard while a soft compound will give maximum extraordinary grip but will wear out faster while a hard compound will longer but doesn't deliver the same sticky results.



Tread on motorcycle tires has everything to do with the circumstances you'll be driving in most, a treadless racing slick is made to stick your bike to the road with a maximum surface gripping the asphalt. However in wet conditions a slick is useless and tread is used to deal with the water on the road, an offroad tire will have a very high tread for the different muddy circumstances it might meet.



Because tread builds up heat within the tire which results in a less effective tire, an offroad tire has a light tread with a medium hard compound base. This will allow it to tread many roads / situations in different circumstances while still providing the best feeling, a motorcycle tire review will give you a list of the recommended tires for your bike.



Little example: a while back I was riding to another magazine which by the time I went into the canyon had nearly expired on tires. I couldn't believe the stick I had, the bike felt so stable it was such a difference to my medium compound tires, also, I'd be later that the highway is only available with soft compound tires and actually work allowed to be fitted with medium or hard compound tires, with the power the bike produces I can imagine.

**2000 Dual Motorcycle Tires**  
 David Brown, Ron E. Brown, David Brown, Ron E. Brown, Ron E. Brown

**Quick Tire Transfactions**  
 Reviews of Popular Tires  
 From: [www.motorcycle.com](#)

10.10.2000

### Check the Tires

- Why it's useful to work with motorcycle tire reviews... The single fact that motorcycles have more power than most cars and ride on less the surface and corner in a more dynamic way says a lot about what we demand from a good tire.
- Sound riding hard with new tires - new tires are slippery and might have less traction in the beginning.
- Cross ply are constructed where the tire is built up in cross layers and has other internal reinforcement.
- Radial tires are constructed with less cross layers around the whole tire but with more layers on the actual tread zone of the tire (more stability, better heat handling, better damping).
- Changing tires due to a puncture is always the best thing to do, however with a good repair kit you can get yourself out of a sticky situation (and it's easy to use).
- Tire pressure is extremely important for your bikes handling and it's as easy to adjust - keep an eye on it.
- When mounting a new tire make sure you check the directional arrow so the tire tread cut in the right way, never replace a tire with a lower speed rating and stick to tires that match the one.
- Tires will tell you themselves when they are worn out - little parallel marks within the grooves (wear bars) when you can see them - it's time to change your tires.
- Speed index of tires - This doesn't make you go faster all it gives you is an idea of how fast you can, though it can make problems too.
- Load index of tires - this is the maximum load the tire can handle and is expressed in a letter category - don't use lower ratings than originally recommended.
- Always get matching tires on a motorcycle - with that I mean a matching set, which have been designed together for the best performance.
- What is tire maintenance should be a regular part of your service schedule - check and adjust the pressure - check the wear - check splices and wheel nuts - check wheel bearings.

Placing the best info above the fold. Good strong headline, great first paragraph and some discount links (affiliate coded)

Making your site look & feel the same is important. Once I had a nice layout I tried hard to stick to that as much as possible. That's also why I re-use some icons.

Best-Motorcycle-Gear.com

Motorcycle Boot Reviews

**Quality Motorcycle Boots, easy Step-In Protection!**

**How to Review Motorcycle Boots?**

My boots - no rider should actually be without. Boots improve safety, confidence and riding style.

This Boots Guide shows you how to select quality boots plus you will find links to motorcycle apparel discounts, boots motorcycle brands & motorcycle discounts.

**Learn Links for Motorcycle Boots**

[Click Here - For Discount Motorcycle Boots \(page 2\)](#)  
[Click Here - For Discount Motorcycle Boots \(page 2\)](#)

---

**Boots Introduction**

**Motorcycle tour boots**  
 a high design made from comfortable materials, included are the best protection shafts however not as many as on race boots.

They are commonly used of the bike as well. Of course they include extra features to avoid problems while riding (i.e. turning side on exhaust or shrouds around gear shifter).



**Motorcycle race boots**  
 Often very technical boots with armor shafts on impact areas, high design that can be tightly roped around foot and calf. All features are to accommodate rider while riding (not out of the bike). Made for race bikes and off-road bikes.



**Motorcycle street boots**  
 a higher version of the "normal" boots. The upper design is shorter and often made of softer materials. Generally such a boot contains less features than the previous two and is often used as a daily boot.



**Motorcycle shoes**  
 an alternative solution if you just don't feel like wearing boots, such shoes are a great combination for on and off the bike. They have features for riding, shifter pad, waterproof material and a strong design.



**Leather Motorcycle Boots**  
 Most Popular and Popular  
 Boots \$75 max. \$100 custom made

**Leather/Alum Boots**  
 Best Quality or better over \$100  
 Various Features Available

[More Boots](#)

---

**Boots Advice & Checks**

**Upper design**  
 Select motorcycle boots that will cover your ankles. This has two advantages (1) your ankle is protected (2) and your foot becomes more snug and thus better able to handle anything the bike wants to do (eg. tip over, slide away from you and onto your foot, burn your feet (smiles)).

It helps if the upper section has shaft protection. The upper section can be reinforced at the foot, the shin, the heel, toes and ankle. On some boots you can adjust the shafts for a perfect fit. Without a shaft such protection is the safest.



**Foot design**  
 Two things are important for a good foot design. (1) How well does the design grip the ankle and heel. (a good grip prevents heel from slipping and makes for a more comfortable ride). (2) Does the motorcycle boot have a shifter pad (the boot is going to be used a lot in the shifter area, I know some boots don't need this and have heel shift too).

**Heel design**  
 Only On and off the bike. Motorcycle boots should include a heel under the sole so you can rest it easily on the foot peg. On the road the motorcycle boot should give you great grip in mud, water, sand and oil.

**Boot material**  
 Most motorcycle boots are made of leather with reinforcements on all the essential places. The leather can be supplemented with newer kinds of materials like Gor-Tex (which increases the breath ability).

a stiff rubber sole forms the basis for motorcycle boots. Chin, ankle, heels and calf are often protected by a carbon fiber material which protects the foot at the critical areas.



Motorcycle boots can get very high-tech, explaining all this would go beyond the purpose of this guide.

**Opening & closing**  
 On your motorcycle boots use a strap in system with rollers or shrouds. It doesn't matter as long as you don't have loose material hanging from your feet. You could get it caught on the shift lever or other places. Just check how your motorcycle boot handles this.

This page is all about flow and scanability.

I want to show you how easy it is to scan the following page and distinguish the different parts.

Also you can see the power of extra white spaces. Giving the page more opportunity to show content.

Notice the sub headlines and how everytime they mark the start of a new section but it all still relates to motorcycle boots

Can you find the Google ads? Integrated nicely into the page content. These ads have a great click thru rate.

Watch for the funny little flame man. I started using them by accident now I have them on nearly all my pages. Like a little internal style thing.

The small icons (checkbox and little tip circle) are also used on many pages. No need to keep coming up with new icons. Use the ones from other sites and great unity.

Lining up items isn't always easy but it makes your page look nicer and helps make your page easier to scan. See how the images line up going down and the text lines up at the top of each image.

#### Useful Boot Tips



- ☑ There are a lot of boots which look good, are great to ride in and can be worn doing many other things. So take your time selecting the right pair.
- ☑ What I am about to say doesn't work with every boot and like I say that still... I have great experiences with finding good riding boots which fit all of the criteria above of more general shoe stores. I got a pair of strong black leather motorcycle boots which are great for riding in.
- ☑ After a while all material starts to lose it's power. It becomes dry, sticky and less effective. So you decide to give it a wash (Use a soft cloth) (Wash after you are done riding). The original boot hyperextension / flexion / inversion of the ankle, get a strong boot.
- ☑ On lighter boots check if it's sturdy enough to resist flapping in the wind and has a good heel around your leg (especially if worn on the outside of your pants).

#### Boot Fitting Guide: Get a perfect fit



- Decide on the combination safety, comfort & style you want.
- Look for good ankle/heel grip and a strong protective material.
- Try out the boots as you try other shoes. (Don't forget ankle protection and the riding position is different)
- Refer to fitting guide from the manufacturer.



**A few selection pointers. (Doesn't apply for every type of boot):**  
(1) strong toe protection / shifter pad - (2) good ankle / heel grip & protection - (3) anti slip sole / stiff sole - (4) ankle protection - (5) strong waterproof material / leather - (6) extra padding if wanted - (7) heavy strap in - (8) strong zipper / closure

Make it as easy to understand as possible. Here is information on how to select a motorcycle boot. So I added numbers to the boot and described what I was looking at. Make it as easy as possible for your site visitor to understand your site.