BENEFIT FROM THE WEB

For a successful, user-friendly website you'll need to:

- Write clear and crisp text

- Make information visual: Convey a large portion of the information in images, not simply words

- Ensure easy navigation

- Promote your web address: Make sure to include your URL in all your documents

- Measure the response to your website (Example: Count the number of visits per page)

- Continually improve your website using the results of visits per page