

A Change of Pace

In my previous articles we have been discussing QR codes and their uses. For this article, I thought that I would change up a bit and revisit some words of wisdom I wrote a few years ago but are still very applicable today. It's a list of things I call Extantialisms, which are "The Path to Website Harmony." With all the talk about mobile this and scan that, we must remember that your website is still your most important asset when it comes to technology. That being said, here are the Extantialisms.

First Principle - To Thine Own Self Be True

"Look at your website objectively. If it isn't easy to use and visually pleasing to even you, that's a major problem."

Second Principle - Please Turn On Your GPS Before Viewing

"Give your reader what they want...NOW. If they have to search like they are lost in the desert, they are gone"

Third Principle - Smile And Say Cheese

"If your graphics and pictures look like amateur night, so will you."

Fourth Principle - Computer Speakers Fly Out Window, Film At 11

"If you want to make your readers angry, give them music or speech they weren't expecting and can't figure out how to turn off."

Fifth Principle- Sunglasses Are Recommended

"Bright colors and flashy animation are good, except when they're bad. If you distract readers from getting what they really want, information, then rethink your scheme."

Sixth Principle - I Am The Great And Powerful Oz

"Check your ego at the browser. Talk less about how good you are and more about what you can do for them."

Seventh Principle - Site Design By A Raging Tornado

"Less is more. If your site, especially your home page, looks like an overstuffed utility closet exploded, it's cleanup time."

Eighth Principle - My Nephew Ate My Website

“If you let a family member build your site, 9 times out of 10 somebody’s feelings will be hurt”

Ninth Principle - The Maestro Will See You Now.

“If your designer doesn’t take the time to ask you pointed questions about how you visualize your site, then you’ve got the wrong designer.”

Tenth Principle - Old News Ain’t Good News.

“Keep your content fresh and updated. If your site never changes, there’s really no reason for readers to return.”

I can see you nodding your heads in agreement but believe it or not these principles are news to many designers and the people they design for. The interesting thing is that they are fairly simple and I figured out most of them by talking to the people they impact; customers who view websites. So get on the path to website harmony, your customers will become disciples as well.

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