

# Nevermind the webollocks: Usability

The one page, no nonsense guide to website usability

## ***Mum, are we there yet?***

People tend to browse the web like a four year old that needs to go to the toilet: Impatient, demanding and with a fair bit of feet stamping.

## ***I know it square and it should be round, but it might fit***

Web users click on what they think is a good enough fit for what they are looking for. NOT the perfect fit, just the one that looks about right.

## ***That's Right - You're Wrong***

Just because you like or dislike a certain thing on web sites – does not mean that everyone else shares your opinion. Don't like using search boxes? Guess what, some people love them. Make sure all the things people expect find in a site are on yours too.

## ***Kumbaya, my Lord, kumbaya***

Dump the feel good, happy-clappy intro text – keep it short and sweet: what does the site do?

## ***Slap me.***

No really, make what you want the visitor to do slap-in-the-face obvious or they'll miss it.

## ***Now look at me, look at me, look at me ploise***

No company mission statements, objectives or descriptions – the fact you believe your company is the best with almost magical powers of customer service or whatever, is great, but unfortunately nobody wants to hear it, let alone read it. If you must, put it somewhere else on the site, but never on the home page.

## ***¿Por qué no te callas? ("Why don't you shut up?")***

Unless you are writing an in depth article or description. Don't rabbit on. Give it to me short and sweet. Take what you have written and halve it, then halve it again.

## ***Quit your jibba jabba fool!***

No jargon or management bollocks – it is not big or clever. Keep it short and in plain English.

## ***Come on ladies, form an orderly queue***

One idea or theme per paragraph. If I don't like that paragraph, I can quickly move on to the next one and know I haven't missed anything.

## ***Enough with the foreplay***

I want instant satisfaction. Put the conclusion of a paragraph in the first line, followed by the what, how, where, when and why. If that first line looks good, then I might read the rest of the paragraph.

## ***Purple spandex***

Don't be different for the sake of being different, (unless that is the point of your site). Follow web conventions and visitors will find what they are after faster and be happier.

- Place the navigation consistently at the top or left of the page.
- Put legal blub and copyright links at the bottom of the page.
- Every page should have a page name clearly displayed.
- Show exactly where you are in the site. Am I in garden machinery or tools?
- Search facility should be there at the top of every page.
- Your logo should be clickable and go to the home page.
- Every page should look like the rest of the site's pages – don't mix and match the site's look.

Contact [Razorstone.com](http://Razorstone.com) for no nonsense website design and development.

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