



THE KENNEL CLUB
Making a difference for dogs

Breeding Health Websites

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Understand Your Audience

- Who will be visiting your site?
- What information is each type of visitor looking for?
- What type of language and words will they understand?

How do people use web pages?

- They do not read the whole page from top to bottom
- They scan the page looking for the part of the page that is relevant to them
- They will usually click on the first link they think is relevant

Web Content

- Remember – “Content is king”
- Aim to support ALL dogs & their owners
- Be consistent
- Think about and select an appropriate tone for your content - apply consistently throughout your site. Avoid jargon and slang.
- Write your text once and then cut it in half
- Write in short paragraphs of no more than 3 sentences
- Visitors love bullet points
- Organise content into a logical hierarchy with a page title and sub headings

Web Design

Keep it simple

- Everything on the page must have a purpose
- Separate the page into clearly defined areas
- Avoid elements that will distract the user, e.g. Flashing content or complicated backgrounds.
- Navigation must be clear and obvious

Setting Up A Website: Guide



Guide for those with little experience

Step by step guidance

Help with setting up the site and advice on how to structure

Golden Rules

Less is more

Always be consistent

Not everyone thinks the same way

Recommended Reading

Don't Make Me Think
Steve Krug

Letting Go of the Words
Janice (Ginny) Redish

Google Search
"dos and don'ts web design"