360 Degrees of Financial Literacy

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AICPA

Effective Web Sites

The Internet is a valuable tool for every business, big or small. Follow this checklist to ensure that your business has a user-friendly, accessible and informative Web site.

DETERMINE OBJECTIVES AND MESSAGES

The first step in building a Web site is figuring out what your site is going to accomplish. For example, do you want to offer to sell services or are you trying to improve customer relations?

COMMUNICATE EFFECTIVELY

Once you have established your objective, next determine your messages. What do you want to communicate and to whom?

FOCUS ON CLEAR NAVIGATION

The navigation should be easy to follow so visitors can quickly locate information. Use key words that accurately convey each section of the site. Make it easy for visitors to travel within the site and return to the homepage as necessary.

USE GRAPHICS WISELY

Graphics make the site more appealing and interesting by attracting attention to key sections. Do not use too many graphics, however, because it will interfere with download time. This will cause visitors to get frustrated and leave.

DON'T OVERLOOK CONTACT INFORMATION

Include contact information such as addresses, e-mails and phone numbers of members within the organization.

ADDRESS PRIVACY AND SECURITY ISSUES

Develop Web site privacy and security policies and post them on the site. Often visitors are concerned that the information they provided will be misused. The policies should describe information collected through the Web site, how it is used and whether it is provided to third parties.

GIVE VISITORS A REASON TO COME BACK

Provide links, post new employment opportunities and include current news to encourage visitors to return to your site. Additionally, market your site to customers, clients and vendors to increase traffic to your site and promote your business.

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