

BOTICS Website Design Parameters

To many people, a website will be the first impression of a company. It must reflect the professionalism and reputation of the company. The website needs to make the company look great. Period! BOTICS explores design strategies, consideration of appropriate metaphors, themes, illustrations, type treatments, and related elements, whether brand new or coordinated with existing materials and concepts.

BOTICS keys to a great website include:

- **Quality Graphics and Design**

Poor design communicates immediately that whatever the website has to offer may not be to the highest standard. There are many websites on the Internet that leave much to be desired. Bad website design is easy to find. It is much more difficult to design a quality website that is well organized, easy to navigate, and graphically appealing.

Consistency of design is one of the factors that will differentiate an amateur website from professional ones. The object is to create a design that will make sense to your users, have a consistent look and feel, and designed in a modular format so that it can be easily updated once the site is in the hands of the client.

Additionally, a website must make a great first impression. There are no second chances to make a first impression on the Internet. Great sites do not happen by accident. Efficient page lay-out and crisp graphics go hand in hand with a great web site.

- **Clean Layout**

Clean layout enables people to find information fast. A site needs to communicate quickly what the site has to offer. The text should be easy to read. Lines of text should be not be to long. Long, full-page lines of text are difficult to read. Poor layout is confusing and unimpressive, often making people leave the site and possibly never returning.

- **Fast Graphics**

While graphics make a critical contribution to the image and character of the site, they are also slow a website down. The attention span of an average user waiting for a page to load is about 7 seconds. A graphics heavy site may cause the user to leave the site before the first page has completely loaded. BOTICS puts a great deal of effort into finding the right balance between fast loading and quality graphics. We have spent thousands of hours designing graphics for the web. We draw upon all of our experience to make graphics look cleaner and load faster.

- **Simple Navigation**

When a person visits a site, they should be able to move about easily and find what they are looking for quickly. BOTICS constructs navigation tools that are both intuitive and extremely accessible. Efficient navigation is paramount to good design.

- **Quality Content**

People surf the Internet in search of value and interest. The content of your website is the object of value that the website has to offer. The purpose is to help focus and enhance the content of the site so that people will want to revisit again and again.

- **Universal Browser Compatibility**

There are predominantly two different web browsers in use today. These browsers can display your website differently. We know how these browsers work and their limitations. For example, it is impossible to know the resolution users are viewing a page with. Ideally, the pages should be coded to look the same at any resolution, on any size monitor, with any browser. BOTICS goes to great lengths to achieve this through our extensive use of tables. At present, tables are the way to construct a page with the control needed for correct page layout.

- **Innovation**

The way that a product or idea is presented on the Internet can make or break a website. BOTICS strives to help produce the most innovative approach to presenting web advertisements and ideas on the Internet.

- **Effective Marketing and Promotion**

The most important aspect of web development is the marketing and promotion strategy. A site is of no value if people don't find it. BOTICS offers expert services and advice to effectively market and promote your website through search engine postings, press releases, targeted e-mailings, banner ads, and link exchanges.

- **Cost Effective Production and Value**

The Internet is one of the best ways you can spend your advertising dollar. Whether a budget allows for a corporate interactive website, or a single home page, BOTICS can stretch the value of the advertising dollar to get the most for the money. The most important thing is not how much money is spent on a website; but how well the money is spent.



"USING WHAT WE KNOW TO HELP YOU GROW"