

# DESIGN Dashboard

SPECIAL PDF REPORT

## 10 Graphic Design MISTAKES!

HOW TO AVOID THE TOP 10 DESIGN MISTAKES IN LANDING PAGES,  
MINI SITES, AFFILIATE PRE-SELL PAGES AND SALES PAGES"

## Graphic Design 911: 10 Quick Fixes for Your Graphic And Web Design Emergencies!

## THE "DESIGNER'S TOOLBOX"

- Tips & Tricks For Effective Design
- How To Choose Appropriate Colors
- Quick Fixes, Resources and Tools



## "DESIGN DASHBOARD SPECIAL REPORT... How To Avoid The Top 10 Design Mistakes In Landing Pages, Mini Sites, Affiliate Pre-Sell Pages and Sales Pages"

### DESIGN DASHBOARD SPECIAL REPORT REVEALS...

"How To Avoid The Top 10 Mistakes In Landing Pages,  
Mini Sites, Affiliate Pre-Sell Pages and Sales Pages"

Dear Friend,

Several weeks ago I launched a brand new digital info-product called "The Design Dashboard"

[Visit The Site Here](#)

To help illustrate the many different ways the Design Dashboard can help you, I'm going to reveal the top "sales process" mistakes being made on the average web site.

What we're going to do now is take a look at the top 10 web page DESIGN mistakes being made.

Whether you're creating web pages, landing pages, affiliate pre-sell pages or name squeeze pages, there are certain mistakes you've absolutely GOT to watch out for.

Let's take a look at some of those crucial design do's and don't's now. Then we'll do a check up on some Milcer member web sites and see how well they do in the "design clinic"

### IN THIS SPECIAL "INSIDERS" REPORT:

#### **FEATURED ARTICLE:**

HOW TO AVOID THE TOP 10 DESIGN MISTAKES IN LANDING PAGES, MINI SITES, AFFILIATE PRE-SELL PAGES AND SALES PAGES"

#### **GRAPHIC DESIGN 911:**

10 QUICK FIXES FOR YOUR GRAPHIC AND WEB DESIGN EMERGENCIES!

#### **THE DESIGNERS TOOLBOX**

**Mistake #1:** Using too large of a graphic header on the top of your page.

**Mistake #2:** Using "washed out" colors that make your web site feel drab and lifeless. Or using colors that are WAY too bright.

**Mistake #3:** Using more than four colors (one of those being black!) on your web site.

**Mistake #4:** Using more than four different TYPES of fonts on the same page.

**Mistake #5:** Displaying your sales "message" on a dark colored background!

**Mistake #6:** Using too many "tricked out" scripts at once which causes browser "freeze"

**Mistake #7:** Cramming way too much content into too small of a space. (Not enough white space.)

**Mistake #8:** Using "busy" or "watermarked" background patterns.

**Mistake #9:** Specifying fonts that are TOO SMALL!

(This isn't so much a design mistake as it is one related to the overall process...)

**Mistake #10:** Not clearly identifying your offer.





## SECOND OPINION DESIGN CLINIC: SITE #1

Site URL: <http://www.salsadancedvd.com>

Site Age: 1 Year, 7 Months (Online since March 04)

Site Information: A very upbeat and exciting web site that provides you with the goods you've gotta have to go from "no" to "pro" as a salsa dancer!

Symptoms: Color overload, claustrophobia.

Prescription: Less colors and plenty of white space!

**This is one of the more interesting, bright and colorful web sites I've seen in a long time!**

**Selling a DVD that'll teach you how to "Salsa Dance" in the privacy of your own home isn't something just any old web design's gonna be able to pull off -- so kudos to the site owner, Evan Margolin.**

At Evan's site you don't have to be an expert Salsa Dancer to benefit from the DVD, nor do you have to be an expert site reviewer to know that within a few second of being on the home page tells you there's something "fun" going on here!

Most of the 10 design rules are being followed and the site is in pretty good shape overall.

On a very positive note, I see a good strong headline on the page (although I'd prefer to see that outside of the top graphic header or on a white background so it's easier to read) and the offer itself is clearly written.

The DVD is easy to order, they've got testimonials displayed on the site and the photos make for a very nice personal touch.

### **Web Design Mistakes #3, #5, #7 and #8:**

**Although a great web site overall, I did notice a few mistakes being made.**

- Although one or two bright colors can really benefit a design, I feel there are just too many colors on this page.

For example, there's too much yellow, especially when it's clashing with the red displayed in the top graphic under the headline.

- Having the sidebar all in black makes it difficult to read the text there, even though the fonts are in white with light yellow links.

- The web page background itself (the yellow color under the text) should be a traditional white so the text is easier to read.

- The dark yellow with the gradient leading towards the right tends to make your eyes stray in that direction continuously, which makes it hard to finish reading the sales message.

### **Site Recommendations:**

- To put more emphasis on the well written headline, I suggest moving it down to the actual body of the page itself, keeping it below the graphic header.

- Use a white background behind your sales message and do away with the yellow gradient background.

- Use the majority of your colors in the top graphic header and keep the competing colors off the page that displays your sales message.

- Use a light patterned background for the sidebar that will contain your links and do away with the black.

- Try to free up some extra white space between tables and photos. This makes your page a lot easier to read.

- Align your sales message to the left

- Apply the steps in the Design Dashboard:  
[Visit The Site Here](#)



**SECOND OPINION DESIGN CLINIC: SITE #2**

Site URL: <http://www.getacertificate.com>

Site Age: 4 Months (Online Since June 2005)

Site Information: A valuable membership site providing a much needed certificate printing service!

Symptoms: Text is difficult to read. Layout is slightly cramped. Could benefit from a more technical design.

Prescription: Needs tables to hold the sales message, resulting in shorter, easier to read lines of text.

**This is one very valuable membership site!**

Based on my own personal experience, I can tell you it's not easy to find QUALITY certificates that you can use as incentives. When I tried to get certificates to give to my resellers I nearly went crazy trying to get one that was even half decent...

The usual certificates you can get in your local Staples store never seem to have the right text on them and any I found online were too drab and "generic" to be of any real use.

So it's exciting to see a site that provides such a valuable, much needed "point 'n click" certificate printing service!

From what I can see there are only one real design mistake being made -- with just few things that could use improving on this hot new membership site.

**Web Design Mistake #2:**

• For a resource site as time saving as this, being technical in nature with it's "point 'n click" online printing and designing of certificates in PDF or Microsoft Word templates, I was hoping to see more of a "technical look and feel" to this design.

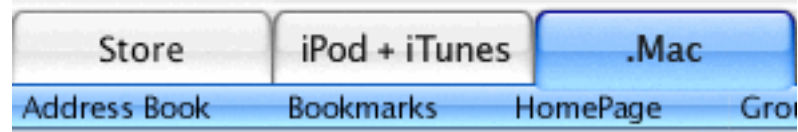
On the same note, the colors as just a bit too drab which end up "dulling" the experience of visiting this site, and that takes a bit of the excitement away from such a great find.

For an example on how to jazz up the colors while still keeping the overall professional look and feel I'd suggest that you take the blue bar that runs across the top of the page horizontally and try some alternate colors. The RGB code being used there is # 336699 which is fairly washed out for a blue. Using code # 2188F0 in it's place may work more to your advantage.

I absolutely love the way you've got the certificates displayed in the top graphic header and wouldn't change that at all...

But it would be interesting to see how some nice "glassy" or "gel" buttons would look on the navigation bar, in place of the flat white round buttons showing there now.

(Think mac.com for this design, as shown below!)



• The last thing I'd like to mention (although not classified as a mistake by any means) is that the page itself is quite wide which makes your sales message hard to read.

If you take a look at the average newspaper or paperback novel you'll see they use a MAXIMUM of 12 to 15 words per line which makes for the easiest readability.

**Site Recommendations:**

- I'd like to see the sales letter text structured inside a table with a width of no more than 500 pixels.
- Try a design that's a little more "technical" in nature, using "Mac like" glassy or gel buttons for navigation.
- Consider a left border column to contain your web page search function. ([Visit The Site Here](#) for an example of how you can use this type of page with a left hand bordered sidebar.)



## SECOND OPINION DESIGN CLINIC: SITE #3

Site URL: <http://www.detailingprofits.com>

Site Age: 1 Year, 4 Months (Online Since July 2004)

Site Information: Digitally delivered "how to" info-product that teaches you how to detail cars for profits.

Symptoms: Too much yellow used throughout the page with a blue background that's somewhat too bright.

Prescription: Reduce the size of the yellow tables spread throughout the page. Replace the background.

Here's an interesting twist on an info-product that teaches you how to take nothing more than a vacuum and potentially make an extra \$200 to \$500 a week detailing cars.

This is a topic I've seen nothing about in the past and it's a refreshing twist on the usual "how to" info-products I'm used to seeing, so congratulations to Pete Egeler, owner of [detailingprofits.com](http://www.detailingprofits.com)

### Web Design Mistake #2:

As I scroll through the sales letter I'm seeing good use of testimonials spread throughout the page and lots of yellow highlighting on the important notes Pete wants to make in his sales copy.

One thing I want to mention about that is when you're working with colors, anytime you have a color that's strong, like red, blue or yellow, it's best to use them sparingly.

Just as you wouldn't paint an entire room red, you shouldn't use bright colors on your web site as anything but accents.

For example, the yellow highlighting on text displayed on the page is perfect...

But with all the text boxes having the bright yellow background AND the yellow highlighting, it's too much.

### Site Recommendations:

This design could benefit from two small changes to the actual template itself.

1) Use the same single page sales letter template, but swap out the square corners with a design that has slightly rounded corners.

2) Swap the square testimonial boxes and text boxes

for ones that match the "round corner" look and feel suggested for the main template.

Example of a "rounded corner testimonial/text box":



Example of a web site template with "rounded corners" can be found here: <http://www.repairyoursite.com>

I believe the page could have much more of a professional look and feel to it if the "electric blue" background was removed and replaced with a nice blue pin striped background. Or a solid blue color background, perhaps RGB code: #000066

If you decide against the rounded corner template then you may want to consider a 2 pixel black border on the template you're using now. That helps contain the text and the visitors eye when they're reading your sales message.

I like the simplicity of the design (not too cluttered, lots of white space) but would like to see a design that's a bit bolder and stronger, while still keeping the same type of "single page sales letter" design you're using now.

Focus on the ordering area, with a "CLICK HERE TO ORDER" button. (You can get some pretty jazzy pre-made order buttons if you [Visit The Site Here](#). You can add your own text to them in mere seconds...)

SECOND OPINION DESIGN CLINIC: SITE #4



Site URL: <http://www.nosplatzone.com>

Site Age: 7 Months (Online Since March 2005)

Site Information: Providing "No Splat Zone" info-products, free e-courses and demo videos.

Symptoms: Unclear to new web site visitors as to what the "No Splat Zone" really is.

Prescription: Clearly identify what your product is about on the main page of the website.

Out of all the sites I browsed through from the 100+ URL's submitted by our Milcer members for the "Pimp My Web Site" challenge, I've got to say, hands down, the nosplatzone.com web site has one of the nicest and cleanest designs I've seen.

So congratulations goes to Mark Rosenberger, owner of the nosplatzone.com domain.

I like everything there is related to the design of the web site. It's a good size, it's got the opt-in box on the main page, it's got a free ebook offer, meeting planners, demo videos and much more.

The logo is eye catching and interesting. The use of colors is kept to a minimum.

- 1) Black
- 2) Red
- 3) White

Plain and simple. Very nice. Easy to read.

The graphic book cover has been well designed and the layout of the website is easy to navigate.

**Web Design Mistake #10:**

The one big concern I have with the nosplatzone.com website doesn't have anything to do with the actual design of it.

It's got to do with CLEARLY IDENTIFYING YOUR OFFER.

The first time I went to the site, I was confused about what the web site had to offer.

The only thing I could figure out was that somehow, it was selling an ebook or print book on HOW TO BE A TRAPEZE ARTIST.

It wasn't the name of the domain. Nor was it the title on the top of the browser window that says Trapeze Buddies. Or the free Trapeze Buddy ebook offer.

When you click the navigation button that says SPLAT! Training, the next page shows a picture of someone who looks as if they're undergoing trapeze artist training.

It was that picture, coupled with the "trapeze buddy" terms that gave me the wrong impression about what the actual book was teaching.

Anyone looking for this type of product could easily go sailing right past the offer, also mistaking the content for something it's not.

It wasn't until I asked my assistant to go through the site from one end to the other that I found out it's actually a handbook on how to hire people you can count on.

**Site Recommendations:**

- I've got no actual recommendations on the design of the site itself. It looks great. Very nice, clean, neat and easy to navigate.

Perhaps some clarification on the actual content of the ebook (or print book) on the website would help sort out any confusion new visitors have as they arrive on the site.

Unless of course all your web traffic comes from people that are already aware of your offer, or own previous versions of the No Splat Zone book.

- [Visit The Site Here](#) for step by step "exactly what to do and how to do it" instructions on creating a web site that sells!



SECOND OPINION DESIGN CLINIC: SITE #5

Site URL: <http://www.thefiredancer.net>

Site Age: 4 Months (Online Since June 2005)

Site Information: Selling a very interesting product called the "Fire Dancer" which is a propane fueled campfire.

Symptoms: Too graphic heavy, with valuable real estate being used to convey a welcome message.

Prescription: Try a new template & left align the text.

I find it incredibly interesting when I come across web sites like this that are selling a tangible product like the Fire Dancer from Jack McCleskey, a Milcer member since August, 2005.

Working with so many members and customers selling info-products and "how to" courses, it's easy to forget all about physical products.

The Fire Dancer from Jack looks like a great product, especially ideal for dry, timber rich areas that are prone to forest fires in the summer!

(I didn't read that anywhere on the site but it'd make for a great bullet, wouldn't it?)

\* Don't be the one responsible for setting an accidental forest fire! Use the Fire Dancer when camping during fire season.

Web Design Mistake #1:

With a product like this it's only natural to want to display an image of it on the first fold (that's the space you can see in your browser window before you have to scroll down) of the page, but in this case I feel a lot of valuable "web page real estate" is being wasted to offset the image.

The amount of black at the top is too much, with the only thing offsetting it a message that says:

Welcome To TheFireDancer.net  
A Sunchaser Enterprises, LLC Website

If anyone reading this has recently read the "Web Site Sales Process Repair Kit" then you'll already know what's wrong with that welcome message...

Tip: Unless you're building a personal family website, you should never use such valuable real estate as the

first "fold" of the page to convey a "welcome message" like that.

Site Recommendations:

- In lieu of the large black graphic header, which weighs heavily down the page and feels as if its pushing the text down, out of sight, why not use the top graphic area for your product's USP, with an image of it off to the left or right hand side?

Here's a QUICK example that we threw together in Photoshop just to show you the possibilities and potential:



Of course the actual sales letter would be much longer and would contain bullets, features and benefits.

- Visit The Site Here for instant access to everything you need to create a web site, mini-site or affiliate pre-sell page that SELLS!

# THE Design Dashboard

designdashboard.com



Point 'n Click Your Way  
To Amazing Web Pages  
That Sell Like Crazy!



**SECOND OPINION DESIGN CLINIC: SITE #6**

Site URL: <http://www.wheelofimage.com>

Site Age: 2 Years, 8 Months (Online Since Feb 2003)

Site Information: Provides photo restoration and image enhancement services.

Symptoms: Site is too cluttered, looks aged.

Prescription: New template with an up to date look that includes lots of white space and clear, up close samples.

**Owned by Milcer member Maciej Karwowski, the wheelofimage.com site provides photo restoration and image enhancement service.**

This is one of the first service business web sites submitted by our Milcer members, so it's a delight to review the site and see everything that wheelofimage.com has to offer!

**It looks like Maciej's got you covered if you've got any images that are torn, scratched or damaged in a way you'd think of them as unusable -- so definitely stop by if you need any photo restoration or enhancement.**

The first photo job is free which says a lot about the quality of work and guarantee you can expect!

The web site includes a demo photo on the bottom left and when clicked, takes you to another page with an even larger, clearer, more defined display of the quality of work.

**Web Design Mistake #7:**

The main issue with this site is that there's simply way too much information crammed into too small of a space.

Without absolute dividers (think text boxes) or a left hand side navigation bar to hold some of the smaller amounts of text, it's simply going to look cluttered and disorganized.

**Site Recommendations:**

- What I'd really like to see is a web site that matches the "digital" photo enhancement services provided by wheelofimage.com

The existing site doesn't really do justice to the services provided, so a more up to date look could do wonders.

- I'd also like to see the demo photos moved to the main page in place of the wheel which I have to admit is a little confusing and seems slightly out of place.

With the exception of the tie-in with the domain name, I can't understand the need for the wheel which, when clicked, delivers a random tip.

In place of the wheel let's drop in a few before and after photos and perhaps above or below that you can include an OPT-IN SUBSCRIPTION BOX that gives your visitors a chance to sign up for your mailing list. Then you deliver the random tips that way, via your autoresponder.

- Finally, I'd like to see a new template here with a very up to date look, like this example



- [Visit The Site Here](#) for tips on editing your existing web page, or creating a new one.

SECOND OPINION DESIGN CLINIC: SITE #7



Site URL: <http://www.duaneforrest.com>

Site Age: 2 Years, 5 Months (Online Since June 2003)

Site Information: For seasoned home business veterans and beginners alike, Duane provides you with tools and resources you can use to grow your business.

Symptoms: Too much blue makes this amazing web site appear a little too washed out.

Prescription: A much needed injection of color.

Congratulations to Milcer member Duane Forrest on having such a nicely designed web site!

I came across this site awhile back when taking a look at Milcer member review requests and was impressed with what I saw. But it wasn't until today that I had a chance to go through the entire site and see just how well Duane's doing here.

I like the crisp, clean design being used here and think Duane's done a great job at organizing his information.

There's plenty of white space and the background behind the black text is strictly white, so the information he's giving you is easy to read.

A quick glance at the page brings your eyes straight to Duane's headline which reads:

**"Welcome to the site that will gain you more time and financial freedom"**

From there the black and white photo (nice personal touch!) draws your eyes to the right and down, straight to Duane's personal audio message.

(It's interesting that so many people still don't use audio messages on their web sites, despite how easy it is nowadays to knock out a quick audio intro and post it to your page.)

Web Design Mistake #2, #9:

I'm hard pressed to find anything really wrong with this web site, so I'm only going to list two small issues that I'd like to see fixed.

- The color of the fonts are too light.
- The page just doesn't have enough color so it appears washed out and slightly drab.

Site Recommendations:

- To correct the issue with the font color, try using a straight black (RGB color #000000) in place of the light grey.

I know sometimes the page design looks a lot nicer with a font color that isn't the traditional black (as a designer we like to do things that look good, but those things aren't always the most practical for the end user) but you have to remember, people who are older have a hard time reading small fonts, or fonts that are too light in color.

Although someone can usually increase the font size, there's nothing you can do to change the color.

- Finally, to add a bit of accent color to the page and combat the effects of too much blue, you might want to try using a darker headline.

You can try a good solid red for the headline, using RGB code # CC0000.

(That's 2 capital C's, followed by four ZEROS.)

Using a bold strong color in the headline also serves another purpose, which is to make sure the first thing the person sees on the page is the headline, not your photo on the right.

(With both of them so light colored you need to offset the balance between the two and use a darker color on the left.)

Find the right balance on a web site isn't exactly easy if you don't know what to watch for.

- [Visit The Site Here](#) for instant access to tips on formatting your page, images and sales copy.

**Mistake #1:** Using too large of a graphic header on the top of your page. (Or using an outdated design.)

**Where to get an inexpensive graphic header made for your website that you can just drop right into your existing page template:**

**Quick Fix #1:** Pop over to **RentaCoder.com** and hire someone to create a new graphic for you.

**Tip:** Send the designer your USP and ask them to use that as the text on the graphic header!

Example page header from **repairyoursite.com**



Here's another graphic header example from: <http://www.1in102.com>



Although this header is part of the actual web page (meaning it's designed right into the template), what I suggest you do is ask the person designing your header to create it as a "stand alone image" using a specific dimension that's the equivalent of the width of your web page.

What that means is, instead of paying them to design a whole "web page template", you're just asking them to create an image for you.

**Tip:** 600 pixels wide by 225 pixels high is a good size, but measure your existing page to make sure it's no wider than that.

When the header is ready you can just "drop it" into your template page as soon as it's done and align it to the TOP.

Make sure the designer don't include any sort of border around the header.

This is important because when you insert it into your web page into a table with a cellpadding of "0" and a cellspacing of "0" what will happen is it'll fit inside the table perfectly and it'll look like it was built as part of the page design. Then add a 1 pixel black border around the TABLE

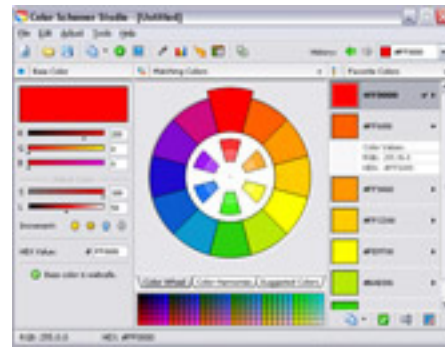
itself.

**Mistake #2:** Using "washed out" colors that make your web site feel drab and lifeless. Or using colors that are way too bright.

**Quick Fix #2:** If your existing site is too drab then take a look at your current color choices and try to come up with THREE variations that are more vibrant.

You don't even need to change your color choices. Just use shades that are more vibrant or darker than the ones you're using now.

Here's a FREE INTERACTIVE COLOR picker: <http://www.colorschemer.com/online.html>



If your page has colors that are way too bright, use the color picker to find a variation that's one or two shades lighter.

Pictured on the left is the Color Schemer Studio program.

Color Schemer Studio is a professional color-matching application that will help you build beautiful color schemes quickly and easily!

For more information on the Color Schemer Studio program go to this URL:

[www.colorschemer.com/studio\\_info.php](http://www.colorschemer.com/studio_info.php)

If you're just starting to design your web site, blog OR logo and you're not sure what colors are best to use then here are some suggestions...

**BLUE is a color that conveys trust, loyalty and honesty.**

Did you know "Cerulean Blue" is America's favorite color?

Did you know that blue is the color most free of cultural bias anywhere in the world?

On the flip side, blue is a color associated with depression (feeling blue) and adult industry movies (blue movies) so there is a negative side to it.

As it pertains to web design, it's one of the easiest colors to use on a page.

• [Visit The Site Here](#) for instant access to everything you need to create a web site, mini-site or affiliate pre-sell page that SELLS!

See <http://www.getitgoing.com> (The Marketing Dashboard page) to see how we've used blue on the navigation buttons, to highlight the guarantee box and to draw attention to the "web page audio" play buttons.

The color blue is best suited for these companies:

- Architects
- Medical Companies & Web Sites
- Aquatic Related Businesses (Spas, Pool Sellers)
- Communications Companies (Telecom, Internet)
- Large Corporations (Think IBM!)
- Religious Organizations

**For a nice "clinical" look, design your web site using blue and green. You'll see these two colors used on many different medical or health related product packages because they're very complimentary.**

Here are the two colors I'm referring to:



Obviously you want to use the green as the accent color with blue as the primary color.

**RED is the strongest color there is. It is associated with danger, passion, power, energy and excitement.**

Did you know that the color red speeds up your pulse and raises your blood pressure when you see it?

Did you know that red cars are pulled over for speeding more than ANY other colored vehicles?

The use of red on a web site must be used as an accent color only.

Never use a red background on your page. Ever.

It's best used to highlight specific things that don't appear too often on your page. For example, you can **use red to show "visited links" on your web page.**

Just don't use red text throughout your page.

To make your "visited links" show up red versus the usual default purple, use this code:

```
<body link="#000066" vlink="#CC0000">
```

**RED is best suited for these companies:**

- Energy (Electric) or Power Companies
- Health Related Industries (Think Red Cross)
- Cosmetic Companies

**GREEN is the color that's the easiest and most resful on the eye to look at.**

It represents life, growth, energy, faith, money and health. Green is fresh. Green is new.

If you run a web business that provides coaching (for example) on how people can GROW their businesses, it's a good idea to use green in the graphic header on the page. Or in your logo.

**GREEN is best suited for these companies:**

- Financial Institutions (Mortgage, Banks, Loans.)
- Landscaping Services
- Health and Nutrition Products & Businesses
- Outdoor Recreation, Parks, Sports

**YELLOW is the brightest color there is and as a result it's the one that gets attention the easiest.**

That's why YELLOW is associated with "caution" and is used on practically all warning signs!

Did you know that the yellow stripes on bees are actually a warning sign to other insects to "stay away" from them?

Did you know the color YELLOW actually makes you hungry, even if you're not?

Think about ANY fast food restaurant (Wendys, McDonalds, Burger King, etc.), then think about the colors used on their logos and painted on the walls inside the restaurant.

They didn't decide on yellow by accident, that's for sure!

Coupled with the color orange (which makes expensive things seem like a great bargain) you can end up eating a bunch of over-priced fast food in a room with the walls painted yellow, then on the way out you're thinking about what a "great deal" you got on the meal... forgetting about the fact that you weren't even hungry to begin with!

Want to test this theory out? Simply paint your kitchen yellow and in a few months see how much weight you've gained!

As yellow applies to web design (or product design), it's a great color to use when you only have a couple seconds to catch someone's attention.

Try using yellow and black on your web page header, but keep it toned down.

Don't do the whole header in yellow and black. Perhaps just a small section on the left or right.

As it pertains to product design, think about books.

You're standing in the bookstore looking at "how to" manuals on using your computer. There are 100's of books on the shelf. But which one stands out more than the rest?

Think "Dummies" series. They use yellow and black on their book covers and you can't miss 'em on the shelf.

So use yellow to get the attention your web site deserves. Or on your next book cover design.

**YELLOW is best suited for these companies:**

- Companies Associated With the Sun
- Grain Products (Health Food)
- Film Studios
- Camera and Photo Related Businesses
- Taxi Companies

**PURPLE is associated with leadership, respect and wealth. It symbolizes creativity and ideas.**

Did you know that in the olden days, purple was the most expensive color to make so it was usually only afforded by royalty or the fabulously wealthy?

For a period of time purple was actually banned for use outside of the royal family. (Think of royalty and you're sure to envision the color purple.)

For web design, in my opinion, no-one uses purple better than Robert Kiyosaki (Rich Dad series) from [www.richdad.com](http://www.richdad.com)

He's actually using the two "richest looking colors" you can put together, which are purple and gold.

And for brand awareness, you sure can't miss his continued use of these colors.

On his web site and book covers alike, they're hard to miss when you're browsing at the bookstore, even though they're sitting on the same shelf as hundreds of other books on similar topics.

Here's a screen capture of two of his book covers, each using the same combination of **purple** and **gold**:



- [Visit The Site Here](#) for instant access to the steps you need to create your own graphic book covers, DVD Boxes and magazine covers!

**PURPLE is best suited for these companies:**

- Wineries
- Interior Designers
- Graphic Designers
- Music Related Businesses

**BLACK is associated with strength, focus, power, determination, and class.**

It's a mysterious color that's associated with the upper class. (Think black limos with darkened windows cruising by with a seemingly powerful and mysterious passenger inside!)

One of the problems with black is that it's also perceived to be a cheap **low budget** color.

For example, color printing is downright expensive, so you can opt for the cheaper "black and white" print job. (Imagine your black and white ad next to 20 high quality 4 color print jobs and you'll think cheap alright...)

**Did you know that when you're starting to design a logo you always MUST start with the "black" version first?**

**The reason is, if you can't get it looking right using nothing but black, no amount of color is going to help. That's a sign the logo isn't working and it's time to move to the next idea.**

**BLACK is best suited for these companies:**

- Jewelers (Think diamonds on black velvet)
- Photographers
- Car Repair, Oil Changes, Tire Companies
- Music Related Businesses (Piano Sellers, etc.)

Of course the rules here aren't set in stone.

If you've got a health related web business (say you're selling vitamins or supplements) and you want to design your website with blue as the primary color, go for it.

The information presented here are simple guidelines you can follow when coming up with a color scheme and unless you're a major corporation or are trying to establish brand awareness or brand loyalty for your product, you can always change your mind and pick different colors next time you re-design your site.

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**Mistake #3:** Using more than 4 colors on your site.

**Quick Fix #3:** Plan out a new color scheme.

Example: Use red for your headline(s), dark blue for

your sub headline(s), yellow for highlighting, black text and a white background. Use red bold fonts here and there on your page for important things, like drawing attention to your guarantee or bonuses.

Use light grey or the SAME yellow you used for the highlighting to add some focus to your tables.

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**Mistake #4:** Using more than four different types of fonts on the same page.

**Quick Fix #4:** Plan out a new font scheme.

It's good to use a nice bold font for your headline, such as Tahoma size 16 points or 24 pixels in BOLD.

Then use Verdana size 10 points or 12 pixels for the body text.

For sub headlines you can use Arial Bold, Size 14 points or 22 pixels.

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**Mistake #5:** Displaying your sales "message" on a dark colored background!

**Quick Fix #5:** If your sales letter is anything but black text on a white background then it's too hard for anyone to read it.

So keep it simple. Black text on a white page background.

**How to format the layout of your features and benefits without creating hard those messy and hard to control bulleted lists:**

If you want to jazz it up a bit, dry putting a graphic bullet before each benefit or feature, like this:

➤ This is an example of using a graphical bullet.

- If you don't have any graphical bullets then at least use this type.

Just hold the ALT key down and type 0149 on your keyboard number pad to create them!

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**Mistake #6:** Using "annoying" javascript codes on a business site that do "neat" or "cool things"

*(I ended up listing this as one of the mistakes but didn't get a chance to do a review of any site that was breaking this rule.)*

**How to make sure you're not driving your visitors to distraction:**

What I'm talking about here are those annoying

Javascript codes that people often add to their web pages just because they think it looks "cute" or "neat" or "just because they can".

Example: The "CURSOR TRAIL EFFECT"



Using one on a personal home page is fine. But this type of thing should never appear on a business site. Ever.

The biggest problem I have with the cursor trail effect (and every other variation of this script) is that the end user cannot choose to turn it off.

Last week I was on Ebay looking at an auction and the Ebay seller had one of these scripts following me around the page EVERYWHERE.

It was so annoying to constantly see this swirly twirly thing following my every move around the page that I ended up leaving without even bidding.

**Quick Fix #6:** First, take a look at your web page in Internet Explorer and ask yourself, is there anything on my web site that could potentially annoy someone?

- Is there looping background music with NO way to turn it off? Or looping music at all?
- Are you using ANY variation of the cursor trail effect, or any script that serves absolutely no purpose?

If so, right click on your page to VIEW the SOURCE CODE and immediately strip the javascript off the page.

Also check the <body> tag for extra code like "onload" tags and remove any that are relevant to the scripts you've just removed.

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**Mistake #7:** Cramming way too much content into too small of a space. (Not enough white space.)

**Quick Fix #7:** If you've got a lot of content to display on one web page think about creating a "portal" design, similar to the way CNN lays out their content.



That way you can separate the contents and still have an adequate amount of white space on the page.

If you go to [www.milcers.com/articles](http://www.milcers.com/articles) you'll see how I've taken more than 20 different articles and photos and organized them into a page that's easy to read, nicely laid out and contains plenty of white space.

**How to balance out heavy graphics or text box content so you don't end up with the teeter-totter effect:**

The screen capture on the next page shows you how you can organize content for large sites into different text boxes. Of course that example uses plain old text boxes, but you can use any sort of graphic design you want.

As long as your content boxes aren't too close together you can get away with putting a LOT of content into a small area.

The one thing you want to be careful about is how the page looks after you're done. If you don't plan out the page in advance you can end up with a lopsided page effect. (See the screen capture on the previous page for evidence of this.)

This PARTIAL screen capture shows you the Milcers Article page that I set up with over 20 different "content boxes" on one page. It's got a non cluttered look.



**Mistake #8:** Using "busy" or "watermarked" background patterns.

**Why you never want to use a patterned background behind your sales letter text and why it's not okay to use heavily watermarked images on your page.**

While there's nothing really wrong with a NICELY watermarked background image, I too often see ones that don't tile correctly, are too visible or have images that are just too large.

Here's an example of a page with a pretty decent watermark on it.



A "watermarked" background usually contains your company logo that's a very light grey color, usually just visible to the eye, repeated over and over behind the main table that contains your sales letter.

Here's a page with a badly tiled watermark:



**Quick Fix #8:** If you're having trouble getting your watermarked background image to tile correctly or aren't sure if it's light enough, just go to this URL and get a script from Dynamic Drive.

**The one FREE tool you can use to create FLAWLESS background images that tile perfectly -- every time:**

They've created an easy to use script that lets you specify an image that will be used for a flawless watermarked background:

[www.dynamicdrive.com/dynamicindex3/fixback.htm](http://www.dynamicdrive.com/dynamicindex3/fixback.htm)

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**Mistake #9:** Specifying fonts that are TOO SMALL or too light in color to easily read!

There's nothing more frustrating than visiting a web site (or blog) and not being able to read the information there because the fonts are too small.

Here's an example of the DEFAULT view of the average web page fonts, set to a decent size that pretty much anyone can read:

I created this software after teaching formula. Time after time I found that a by-step system, it seems like people l

Now take a look at this screen capture. It shows the font size using the same DEFAULT view, only they've specified a font that's simply too small so even the default view doesn't work.

than we planned, and now here we are, still blogging away seven months later, a visits to the site. As it happens, William Morrow/HarperCollins just last week pri very lucky and, moreover, very grateful. Thanks.

Everytime I want to read that page (it's actually a blog so I read it daily) I have to go to the top of my browser, click VIEW > TEXT SIZE > MEDIUM

**How to use Dreamweaver to INSTANTLY change the size and color of every single font on your pages:**

**Quick Fix #9:** If you've used a font color that's too light OR a font size that's too small and you need to replace it, here's a quick trick to getting it done:

- Step #1: Open up Dreamweaver.
- Step #2: Open your web page.
- Step #3: At the top of the program click on EDIT.
- Step #4: Then choose FIND/REPLACE.
- Step #5: In the "find" section, choose SOURCE CODE.
- Step #6: Now enter in the RGB code for the font color

you've used (the one you want to change) then enter in the RGB color you want to change it to. Step #7: Then enter the font color you want to use from here on.

Click the submit button to do a GLOBAL find/replace on the font color that's too light.

Dreamweaver will find all instances of that color used on your page and will swap one code for another. Then just save the page and it'll automatically update all the font colors.

You can do the same thing with the SIZE of your fonts.

If you're using actual font sizes, not CSS, then you'll end up with font tags that look like this:

```
<font face="Verdana, Tahoma, Arial" Size="-2">
```

Size "-2" is too small, so you need to do a global find/replace on that and change it to size "-1".

Just follow the steps above, but change the text to:

```
<font face="Verdana, Tahoma, Arial" Size="-1">
```

The program will automatically change all the font sizes for the body text.

If you're wondering why you don't just highlight all the text on your page and change it that way, the problem with that is, you'll end up changing the font size for everything on the page. Including headlines and sub-headlines which are usually different sizes than your body text.

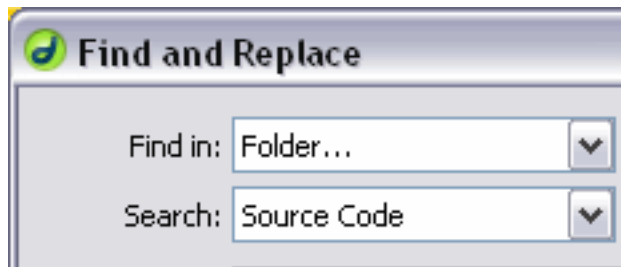
To change only one specific tag from one size to the next it's easiest to do a global FIND/REPLACE.

Did you know you can make these types of changes on MULTIPLE documents at once in Dreamweaver?

If your website has 200 pages and all of them need to be changed, you don't do 1 at a time.

When you're setting up the FIND/REPLACE options you tell the software to look at ALL pages in a predefined folder, versus the active page that's open.

Here's what the settings look like:



Essentially what you're going to be doing is telling the software not to edit just one page.

You choose FIND IN: FOLDER and it'll make the changes to ALL the pages in the folder at one time.

**CAUTION:** When you make global changes like this, be careful. Unless the document is active and open in Dreamweaver, you won't be able to "undo" the changes you've made.

.....

**Mistake #10:** Not clearly identifying what it is you're selling from your web site!

**How to "double check" your web page headline to make sure it passes the test -- or run the risk of your visitors passing right by it... sight unseen:**

This is a problem I've seen on a few websites. You land on the web page, browse around for awhile and just can't figure out what the site's all about.

If the visitor has to struggle to figure out what you're selling then your HEADLINE isn't doing it's job. The best thing you can do is CLEARLY IDENTIFY your offer by including it in the HEADLINE.

**Example:** <http://www.pushbuttonletters.com>

**"Just fill in the blanks, click a button and out pops a killer sales letter!"**

**Example:** <http://www.gimmeseconds.com>

**"How to create products fast and roll them out successfully via simple 2-page web sites practically anyone can create."**

**Quick Fix #10:** Write down exactly what your product is, or does in 10 words or less. Then incorporate that into the headline on your page.

Read the headline back to yourself, or ask someone to read it for you (try an online forum so you can ask someone you've never met before what their honest opinion is) and then get them to tell you what they think you're selling.

I know it sounds extremely simple, but it's often the simple stuff that trips you up.

For example: Let's say you sell back up hard drives that people use to store data. They use them in case

of emergencies or system crashes. Or they use them to transfer their files from one computer to another. All their critical data is held on the back up hard drive. Here's the sample headline to illustrate the problem with NOT clearly identifying your offer:

**"At XYZ Computers we'll make sure you never lose another file"**

So read that headline and you'd think... what?

Would you actually know the company is selling back up hard drives?

Of course not. What it sounds like to me is that they're selling a software program like Google's Desktop search, that you can use to find any file on your computer in just a few seconds. Or some other organizational software program.

So run your headline past a few people that don't know you or your company and ask them to give YOU feedback on exactly what they think you're selling.

One last thing: If your headline contains the words "Welcome To..." then you need to change it immediately.

You can welcome your visitors elsewhere on the page. Or in your "about us" page contents.

The first thing on your page MUST be a headline. And it must be one that clearly identifies what you do, or what you sell.

If you're in a pinch, use what I call a "How To" headline.

The formula for writing a "how to" headline is simple:

**How to get X benefit or How to avoid X problem**

Make certain your benefit statement is specific. For example:

**"How to save money on your phone bill every single week."**

But go one step further than that whenever possible, because just saying "how to save money on your phone bill" isn't as powerful as something like this:

**"How to save \$39 a week on your phone bill just by dialing a few extra digits."**

- [Visit The Site Here](#) for instant access to everything you need to create a web site, mini-site or affiliate pre-sell page that SELLS!

**One trick you can use to get your visitors to read every single word of your headline -- before scrolling down to see the rest of your page:**

To get your visitors to notice your headline as the first thing they see when they land on your page, just use YELLOW or GREEN highlighting.

The RGB code for the yellow highlighting is: #FFFF00

This is my line of text.

The RGB code for the green highlighting is: #00FF00

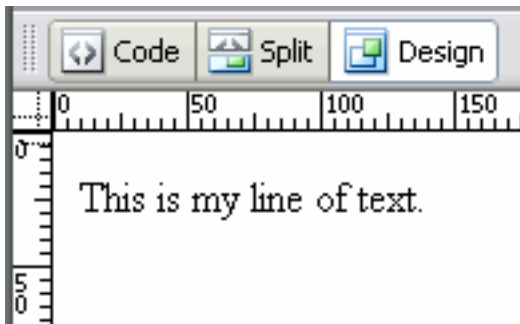
This is my line of text.

In FrontPage it's simple to do this. Just click on the highlighting tool and drag it across the text, just like you would in Microsoft Word.

In Dreamweaver it's a bit trickier to do.

Here's the work-around for doing this in Dreamweaver:

Step 1) Create a new web page and type 1 line of text like you see below and save it as **highlighting.html**



Step 2) Now copy the source code provided here:

**<span style="background-color: #FFFF00">**

Step 3) Now open highlighting.html and go into the SOURCE CODE view.

The 1 line of text you typed will look like this when you view it as SOURCE CODE:

```
<font color="#000000">
This is my line of text.
</font>
```

Step 4) What you want to do next is PASTE the line of source code I gave you and put it BEFORE the line of text starts on your page, just like this:

```
<span style="background-color: #FFFF00">
<font color="#000000">This is my line
of text.</font>
```

So what you've done is you've typed your line of text, then PASTED the first bit of code BEFORE the text you typed.

Step 5) The final step is to CLOSE the tag you just pasted into the page by applying the ENDING </span> tag.

So copy this line of code: **</span>**

Step 6) Now paste it at the END of the code you've already got on your page, like this:

```
<span style="background-color: #FFFF00">
<font color="#000000">This is my line
of text.</font></span>
```

Step 7) Now just save the highlighting.html page somewhere on your desktop, or wherever you can easily find it later on.

Anytime you need the highlight, just whip that page open, copy the line of text and paste it into any web page you're working on.

What I suggest you do is highlight a key word in the beginning AND also highlight one at the end.

The bright yellow draws your eyes towards the screen and that's where they'll start reading.

If you use highlighting near the end, it's only natural for your visitors to read the whole thing, as their eyes are drawn across the page, left to right.

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### How to check your web page load time in Dreamweaver, without moving your mouse or clicking a single button.

Anytime you're working in Dreamweaver and want to check the LOAD time of your page just look at the BOTTOM RIGHT HAND CORNER and you'll see this:



995 x 459 | 52K | 4 sec

It shows you the dimensions of your page (995 x 459) along with the actual file size of the HTML (52K) and the time it'll take to load which is 4 seconds.

**TIP:** The file size you see there is ONLY the size of the HTML page. It doesn't include the file sizes for any images on your page.

Four seconds is pretty quick for load time so I won't do anything to try and optimize the page. Of course if it says 300 K or something like that then it's best to optimize it.

### How to preview your web page in Dreamweaver in just 1 click:

Anytime you're working on a web page in Dreamweaver and you want to check to see how it looks in your default browser (usually Internet Explorer) just hit the F12 key on your keyboard.

As long as you're not using a keyboard with pre-assigned functions to the keys then this'll pop open your browser and the web page will load instantly.

If you are using pre-assigned keys and F12 does something else then here's the workaround for that:

**Step #1:** Go to the FILE menu in Dreamweaver.

**Step #2:** Click on PREVIEW IN BROWSER.

**Step #3:** When the menu pops out on the side click on the browser you want to use.

Preview in Browser ▶	Netscp.exe
Check Page ▶	iexplore F12
Design Notes...	firefox.exe Ctrl+F12
Exit	Edit Browser List...

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