



Website Best Practices

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Website Best Practices

User's top task is clear

Focus website content on what is most important to the visitor. Avoid talking about yourself too much - Make it easy for customers to find information about your products/services, pricing, and how to contact you.

Homepage - communicate who, what and why

Visitors will evaluate your company within five seconds of visiting the homepage. You must quickly relay who you are, what you provide, and why it matters. Keep the message short so visitors can grasp it within a few seconds.

Include a call-to-action

Give visitors a reason to take action. Present an offer (e.g. coupon, download, guide, map, special deal) that requires an inquiry or captures their email address. At the very least, make your contact information prominent so people can easily reach you – address, phone, email, and directions.

Keep design and content simple

A modern website has a simple user experience and can be skimmed easily. Use a mix of images and concise content blocks – short headings, lists, and paragraphs of only a few sentences. Make it easy for your audience – serve information in bite size chunks.

Feature high-quality images

Images will make or break a website. The web is a very visual medium so having low resolution images or poor photography will reflect negatively on your brand. Invest in a photographer or purchase quality, appropriate stock images.

Prioritize navigation

Avoid too many navigation categories. Draw attention to the most important categories (e.g. products, pricing, gallery, contact) and relegate utilitarian sections (careers, press, blog) to links in the footer.

Make use of multimedia

Incorporate pictures, video, social media feeds, and downloads (maps, offers, coupons, guides, etc.). People consume web content in different ways, so ensure you're meeting a range of interests by featuring a variety of media.

Review and maintain regularly

Websites should be treated as evolving entities. They need ongoing maintenance to ensure they operate in browsers and are not susceptible to breaking. Keep content fresh so search engines have reason to keep visiting the site to keep it in rankings.

Mobile friendly

Most website visitors will be visiting your site on a mobile device. Ensure that it displays properly, is easy to navigate and is “mobile responsive” adjusting layout and content based on the device accessing it.



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