10 Points for Successful Web Site Construction

1. **Create a separate work folder and web site folder**. Save only web ready files in the web site folder (Only files with the extensions .html, .gif and .jpg). Save other files in the working folder (.tif, .psd and .doc). Then when you are ready to upload your site, you won't have to sort out what is ready for the web and what is not.

2. **Save all files using the following rules for file names:**
> • lowercase only
> • 26 letters of the alphabet
> • numerals
> • dash or underscore
> • always append the extension (.gif, .jpg, .htm, .ai, .psd, .tif, .doc, .pdf, .eps, etc.)

Follow these same rules when creating folders in your web site except for the last point, extensions are for files only.

3. **Save and Save regularly.**   Make copies of the previous site before you upload. Duplicate the web site folder using **Command-D** (Mac) to make copies of site before you make a drastic edit.

4. **Design for your target audience.** This will determine how large your page layout and images should be, the type of plug-ins required and issues of bandwidth. If you want to design for wider audience, then decide on a lowest common denominator.

5. **Use the web safe palette for logos, buttons and illustrations.**

6. **Keep images below 600 x 400 pixels.** As a rule, I try to keep buttons down to .5K to 2K, small graphics down below 30K and large images to 60K or a maximum of 100K. The more images on a page, the smaller they should be per rule number 7. (cf. # 4)

7. **Keep total download amounts per page to below 60K or less than 10 seconds maximum.** Dreamweaver displays a total in the bottom of the document window.(cf. # 4)

8. **View your site on multiple browsers and multiple platforms.** Remember the difference in gamma and type size between Macs and PCs and the difference in rendering between browsers. Download GammaToggle for the Mac from download.com to preview PC gamma.

9. **Use GIFs for illustrations and logos** with limited palettes and abrupt transitions in color. **Use JPEGs for photos** or graphics with continuous tones and more than 256 colors, unless they are less than 100 x 100 pixels. Always use your eyes to judge the trade off in quality and download time. Use your eyes - make decisions based on the visual, don't rely on software.

10. **Make changes to the site via the Site window of Dreamweaver or Golive, not the Finder.** (unless you wish to replace a file).

Have fun! It should be a blast or else we are in the wrong business...