

# USMS & LMSC Web Site Best Practices

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# Serve Your Audience

- People come to your site with questions in mind:
  - How do I join as an individual? As a club?
  - Where can I swim?
  - Are there any upcoming events?
  - Can I find results of an event I participated in?

# Site Navigation

- Have a navigation scheme – don't leave people stranded on a page inside your site
- Stick to your scheme – be consistent on all pages
- Don't overwhelm with excessively large navigation elements or too many categories/choices
- Avoid main category titles that are too general such as 'info' or 'data'

# Minimum Content

- Registration info – online reg link & paper form, xfer form, club registration form
- Contacts – list of officers
- Club lists with contact information, locations, workout info
- Calendar of events
- Event results
- Records

# Design Standards

- Avoid background images or color schemes that reduce readability
- Don't use animated gif images or flashing text
- Avoid excessive use of colored text or multiple fonts
- Be aware that font color and underlining typically indicate a link on web pages – avoid using these for regular text