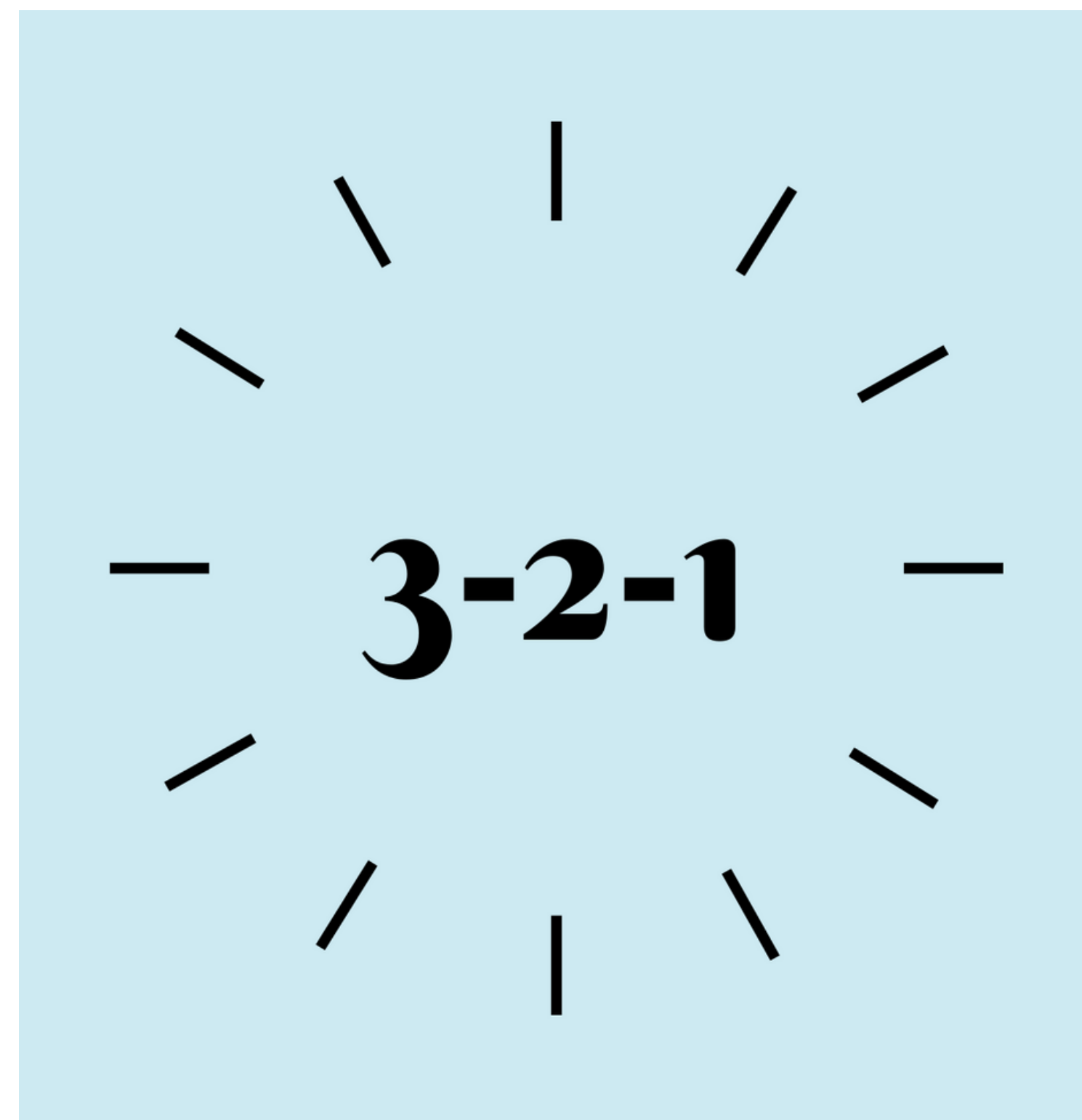


Website Best-Practice Checklist

Website 101

01

CLEANLINESS INVITES ENGAGEMENT
Consider a simple 3-2-1 approach: 3 visuals, 2 lines of text, 1 call-to-action.



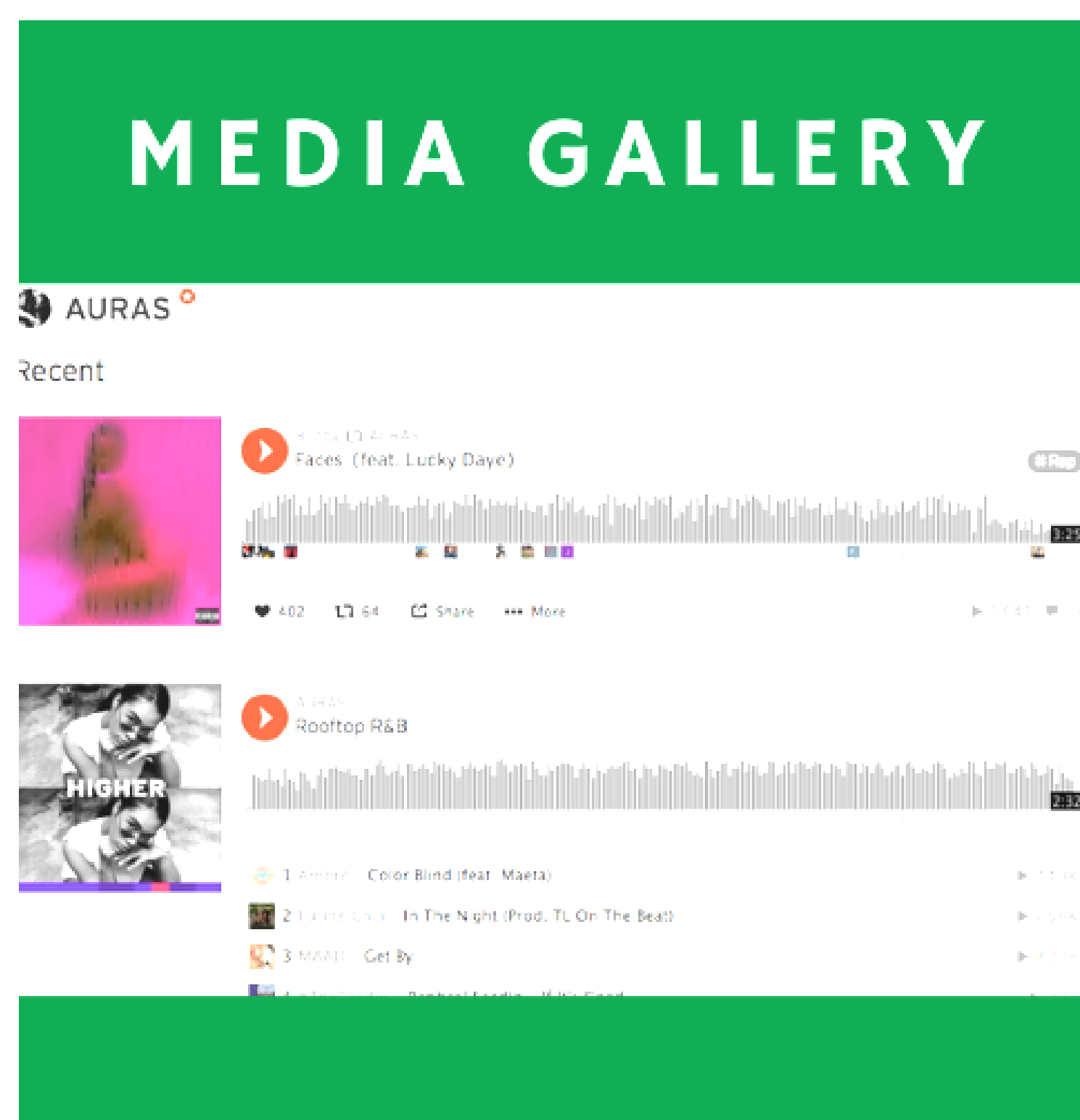
02

SHOW, NOT TELL
Could a concise video replace all the typing? Probably, and it's a more engaging way to tell your story.



03

Do more than tell your story--give patrons reason to STAY on your page. Video, questions, engaging content all reign supreme.



04

STAY CURRENT.
Out-of-date content says "we don't care who sees this." Even looking forward is preferable to stale.

