

Things To Avoid

Web Site by Committee

This is fraught with danger. There must be a definitive voice that has the authority and capability of driving the project.

Feature Creep

- Stick with the defined phases of your website planning – don't let features get in your way!
- Finish features in little chunks – don't get overwhelmed with too much at once.
- Stay focused on finishing, and remember that it's always best to keep it simple.

All Volunteer Effort

- If absolutely necessary, stick with a committee and hire a professional for the actual details.

Dancing Baloney

- Definition: lots of movement, flash, blinkies, fades, animated .gifs, distracting movement on the website. This can be done on other websites, but this is a website that is supposed to inspire, not a music video!