

## First Friday's Quick Solutions to Common Website Problems

*Most common problems and solutions identified from 14 First Friday Product Tests, August 2010 – June 2011*

Problem	Solutions
Irrelevant search results	Make search favor program over news content
	Make search favor top task content
	Make search accept keyword phrases
	Move search filters to top or left side of screen
	Ensure publication titles appear in results
	Eliminate advanced search
Confusing jargon	Use common terms
	Use customer language
	Include technical terms in parentheses
Navigation not working	Make starting points stand out
	Rewrite navigation tab labels
	Put tabs in order of use, left to right, top to bottom
	Make tabs drop down on mouse hover, not click
	Move categories to prominent locations: top, left, or center
	Re-write category and link labels
	Make Home link obvious
	Label icons with alt text
	Make links visible by underlining
Remove external links that distract from tasks	
Tasks ineffective	Put important content high on page
	List top tasks above the fold
	Promote tasks with info-graphics
	Re-name task links
	Provide single not multiple answers, if possible
	Write meaningful subheadings
	Use action verbs and numbered lists

<b>Problem</b>	<b>Solutions</b>
Too many words	Cut text by 50%
	Remove outdated content
	Use 2 <sup>nd</sup> person pronouns (you)
	Revise two top tasks with subheadings & bullets
	Consolidate topics and put in order of importance, left to right, top to bottom
	Reduce text and add links on landing pages