

## The Dos and Don'ts for Making Your Blog or Website Look and Feel More Professional

1. Website Platform
  - a. DO choose a website-building platform that is the best match for you.
  - b. DO use forums to get help (especially for the self-hosted site builders, plugins, and themes).
  - c. Don't be afraid to ask questions.
2. Navigation
  - a. Do keep your navigation structure consistent throughout your site.
    - i. Vertical or horizontal
    - ii. Positioning Other Links
3. Photos and Images
  - a. DO align your photos.
  - b. DO choose the right image format.
  - c. DO optimize your image files.
  - d. DO Link Video files from You Tube
  - e. DO make sure you have permission to use images
    - i. Finding Images for your Blog
4. Other Dos
  - a. Do proofread.
  - b. Do add a badge (or badges) representing your professional or other affiliations to your side panel.
  - c. Do use block quotes when you're quoting a longer passage of someone else's work
5. Other Don'ts
  - a. Don't copy (steal) other people's content.
  - b. Don't use page counters.
  - c. Don't create pop-up windows.
  - d. Don't YELL at People—aka DON'T USE ALL CAPS or too much bold type. 12