

This past week I spent a lot of my free time reading Steve Krug's book, "Don't Make Me Think Revisited." The book itself was an easy read and contained so much information. The information presented could be useful to anyone interested in creating a web site, from amateurs to professionals.

Before I go into what I learned and what I think makes a good website, I'd like to talk a little bit about how the book was written. Krug has a very effective and efficient writing style. I never felt like I was reading someone unnecessary or put in as "fluff." Each word was used for a reason, and because of that I never felt like I was wasting my time reading this book. Krug also organizes this book very well. With pictures, quotes, footnotes, and text, there was always a place to look. However, it was not overwhelming which I appreciated. I would highly recommend this book to anyone that is looking into a career that even remotely involves web design. For example, as a student studying telecommunications I need to know how to create my own website for self-branding purposes. Many of the lessons I learned in this book will help me improve my own web site.

The things I learned range from simple ideas to complex practices that I need to put into play. I think one of the most important lessons I learned and need to take advantage of is the title of chapter five, Omit needless words. I often find myself writing descriptively and abundantly, not realizing that most web users want short informative posts. The only exception for that would be places on my web site where I am writing news stories which inherently need to be longer to explain all the necessary information to my viewers.

Something else that stuck with me is how users like mindless choices. This quote in particular has stayed in my mind as I have revisited my own website this week in reference to this book, "three mindless, unambiguous clicks equals one click that requires thought." I find this extremely appealing because on my own site I try to make it as easy to navigate as possible. My goal is to allow visitors to my website to look at anything they desire as quickly as possible. As I go back to update my website every week now, I am going to keep this rule in mind.

The last thing I want to touch on that really impacted me while reading this book was the second to last chapter – Accessibility and you. In my everyday life, I find it so important to make everything accessible to everyone. I think it is so important to make each person feel special, empowered and independent. Therefore, everyone should be able to use the web and comprehend it without the need for help. I'm not very good with technology but I am now making it a point to make sure my site is accessible for everyone. Although I am still in the early stages of design and development, I have made it a goal to make my web site usable by all.

I highly recommend this book to any and all people with any interest in creating a web site, whether it's a blog, a personal promotion page or a full-on site for a business.

There is so much that one can learn, and this book is an easy way to start that learning process.