

PAPILLON BUSINESS SOLUTIONS®

2121 CROSSPOINT AVENUE • SANTA ROSA CA 95403 • 707.576.5294 • PAPILLONBUSINESSSOLUTIONS.COM

Web Site Design

Web Site Maintenance

building partnerships one at a time

About PBS

Papillon Business Solutions© sprang from Papillon Learning Center© in 1998.

Papillon Learning Center© (PLC) was a brick-and-mortar tutoring center and toy store in Cloverdale, California from 1987 to 1998. Its main focus was on working with school-age children who needed a little boost to become exceptional students. The center's philosophy was that children learn by doing. They bring with them various levels of knowledge and through a process of problem solving, they can acquire new, more useful concepts. The retail component included learning games, nature-related toys, and arts & crafts supplies. More than 300 students received one-on-one personalized support during the 11 years.

In the summer of 1998, PLC closed its doors and PBS was opened online as a Web site developer and Webmaster service.

Nationally Recognized Web Designer

The owner of Papillon Business Solutions©, Lou Thompson, began building web sites in 1998.

The first site built was for the American Legion Auxiliary, Department of California. It was recognized by the American Legion Auxiliary National Organization, earning the award of Best Department Internet Web Site for five years. The site was visited each month by thousands of Auxiliary members seeking its comprehensive materials. Its construction included more than 400 pages with hundreds of links and images.

The mission of Papillon Business Solutions© is to:

- Demystify the Web site publishing process
- Bring possibility to those who don't have the time or experience to create a site
- Build clean, simple sites

Welcome to pap · ee · yon!



Non-profit Web Sites

East Palo Alto Unit 472
Aragon High School Class of '67
Patriotic Reference Desk
Redwood Empire Food Bank
Circle of Sisters
Sonoma County Down Syndrome Support
California Girls State
Becoming Independent

Personal Web Sites

Rainbow Food Stores
Wedding

Business Web Sites

Papillon Business Solutions
Fuji

Concept Web Sites

American Legion Auxiliary
Department of California
Sonoma County Department of Health
SDSFC
SIG
SAM

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A good web site is one that:

- Meets the needs of the target visitor
- Is credible
- Meets the agency's objectives

To meet the needs of the target visitor, the web site should:

- Load quickly
- Be compatible and work well with the lowest-common-denominator browser and operating system used by the target visitor
- Be easy to navigate in 3 clicks or less

Studies show that to be credible, a web site should:

1. Present a professional appearance
 - Clean, easy-to-read text
 - Good color balance
 - Clear, good-quality graphics
 - Good fit in browser windows
 - Its own domain name
 - Ad-free hosting
 - Good design and layout
2. Function Properly
 - Free of programming errors
 - Free of broken links and missing images
3. Provide information clearly, concisely, and coherently
 - Good grammar and spelling
 - Good focus and organization
 - Useful information
 - Service information
 - Contact information
 - Policies (Support, Privacy Policy)

**PBS
strives
to
make
informational
Web
Sites**

**PBS
Web
Sites
are
clean,
simple,
and
easy
to
navigate**

What to avoid:

Below are things to avoid in a web site. All of these will make a site appear amateurish to most visitors and will detract from the credibility and professional reputation.

- Animated GIF graphics and bright blinking text, unless they have a specific purpose such as in a game
- Looping music/MIDI's/sound effects/etc which cannot be turned on and off by the visitor
- Flash®-only web sites with no alternative content provided for non-equipped browsers
- Java applets with no alternative content provided for non-equipped browsers
- Busy backgrounds
- Images with large file sizes or too many images on one page
- Too much code making the web pages take forever to load
- Exclamation points!!!! Don't annoy! visitors with sensationalism!!!!!!!!!!!!
- Text too similar in color to background
- Text too small or too large
- Difficult-to-read fonts that don't scale well across browsers
- Long pages requiring long loading times and excessive scrolling
- Pop-ups unless used very sparingly and for a specific purpose
- Excessive frames – clients are advised against them entirely
- Entry pages with no navigational purpose other than to access the web site