15 THINGS NOT
TO PUT ON YOUR WEBSITE

1. Splash pages
2. Squeeze pages
3. Auto-playing video or audio
4. Key data inside graphics
5. Design that overwhelms content
6. Multiple moving elements
7. Everything fighting for focus
8. All flash sites
9. "Creative" navigation
10. Improperly sized photos
11. Useless plug-ins (weather bug, clocks, etc)
12. Non-standard fonts
13. Copyrighted materials
14. Oversized page layouts
15. Tiny fonts

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