

## Does Your Website Pass This Test?

The internal mantra of **"don't make me think"** reflects a fundamental principle in web usability and design, famously popularised by Steve Krug in his book by the same name. This principle is based on the idea that a website should be self-explanatory or obvious to the point where the user doesn't have to question how to use it or what to do next. Here are several reasons why a website visitor would adopt this mantra when visiting a website for the first time:

**Ease of Navigation:** Users expect to find what they're looking for quickly and easily. Complex or non-intuitive navigation requires too much effort, leading to frustration and potentially causing the visitor to leave the site.

**Clarity of Information:** Content should be straightforward and easy to scan. Users often skim through content to find relevant information, and convoluted or dense text layouts can deter them from engaging further.

**Intuitive Design:** The website's design and layout should be intuitive, guiding the user naturally through the site. This includes clear call-to-action buttons, logical placement of menu items, and a consistent design theme.

**Minimal Cognitive Load:** The less a user has to think about how to interact with the website, the better their overall experience. This means reducing the cognitive load by having fewer options, clear labels, and simple instructions.

**Quick Load Times:** Users expect websites to load quickly. Slow loading times make users think about whether they want to wait or not, which is a decision you don't want them making.

**Responsiveness:** With the variety of devices used to access websites today, users expect a seamless experience across all platforms. If the site doesn't display correctly on their device, they will have to think about how to navigate a page they can't properly interact with.

**Trust and Credibility:** First impressions matter. A well-designed, professional-looking site requires less effort to trust. Users might think twice about the credibility of a site that looks outdated or poorly designed.

**Findability:** Users should be able to find what they're looking for through a simple and efficient search feature or clearly defined sections. If they have to think about where to find information, it's a sign the website could be organized better.

The core of the **"don't make me think"** principle is to create a user-friendly website that allows visitors to achieve their goals with minimal effort, enhancing user satisfaction and engagement. This approach is crucial for retaining visitors and encouraging them to take desired actions on the site.

And of course, there are the legal requirements that all business websites need to have.

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