1. Start with a strategic plan.
Can you answer "How will you know when you've succeeded?"

2. See it as two projects.
If all you have is a hammer, everything looks like a nail.

3. Evergreen: fresh, accurate, relevant.
If you can't afford to heat and clean it, don't add another floor.

4. Plan twice, design once.
Would you ask a writer to draft 3 versions, then throw out 2?

5. Communicate consistently.
Build trust through clarity and consistent repetition.

6. Don't skip steps.
Sign off on a step-by-step, Web-specific process.

7. Test early and test often.
More usability and accessibility tests. Less focus tests.

David offers in-depth one- and two-day public seminars covering every aspect of these seven habits, as well as custom consultation, design and development services.

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