

## **Dual Web Site Design**

### **RESOLUTION**

Hello! I'm Dave Reale and welcome to another article I've devoted to designing web sites for both the viewer and the search engines.

Screen Resolution is the clarity or sharpness of an image on your graphics monitor. I'll explain how a web page can look unexpectedly different from one computer screen to another from this point of view.

A higher screen resolution provides more image detail while the converse is also true. A lower screen resolution provides less image detail. A web page designed for 800x600 pixels will look smaller and sharper on a computer set to a higher, sharper resolution of 1024x768 pixels. This same page will look larger when displayed on a computer set to a lower resolution of 600x480 pixels. Over 40 million users still work in resolutions of 800x600 pixels.

Many webmasters build web sites that they believe are very good and display well on their computer without considering who the users are. The same person is in for a rude awakening when

viewing the URL (Web Address) for the newly designed and previously published page on someone else's computer. The page seems to "fall off the edge of the screen" or it looks disproportionate and clumsy on the current screen. This is annoying to many users who must scroll vertically and horizontally to see the entire display.

Roughly 40% of users use a resolution of 800x600. The W3 Consortium, created in 1994, still advocates the use of a resolution of 800x600 or above.

You may recall going in for an eye examination and being asked to cover one eye at a time with a black plastic tool. You were then asked to read the chart of letters from the largest letters at the top to the smallest letters at the bottom. The letters at the top represent the lower resolution while the smallest text represents a higher resolution.

You may know people who use computers in a 640x480 resolution (largest letters on the chart). Older computers may not have the option to increase this. Later models may have graphics cards that allow you to change resolution for your viewing satisfaction.

Some users will be plain surprised that they have the option to change their screen settings. Right click your mouse on your desktop to access "Properties" and "Settings".

There is a lesson here and that is to design your web site for the majority of those you are targeting in your Internet advertising. This will mean designing web sites for those 40 million people who are viewing the Internet at 800x600 resolution. Ideally, a webmaster would view the new site from an alternate computer. This might mean having two computers in your office or, asking a buddy or partner at an alternate location, using a different browser or resolution, to check your work.

While resolution may not significantly affect your search engine ranking, it will affect your viewer's decision to stay or find something more readable.

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