

Friday, November 28, 2008

### **Page number one, number two, or number three?**

Underdog readers, lend me an eye or two. I have found a webdesigner to update my clunky self-created static webdesign circa 1999. After the designer sent me the first design, I asked about arranging for black typeface and putting in pictures of me and my staff, maybe with a slideshow, as well as automatic dropdown boxes. The sitehost working with the designer responded with this second design. The text and photographs in these two designs are just samples. I have not before circulated the second design, which I like better than the first. Responses to the first design, have been generally positive. However, one person said the first design looks like most other lawyers' websites and lacks a focal point. Another person said the feel of the first design is so cold that she would not want to hire such a lawyer. As a counterpoint, another person said he'd want a criminal lawyer showing such an image. I like the idea of a focal point, as would Chagall, but what should be the focal point? Enough of what I think. I seek your feedback, unvarnished and merciless. Thanks. Jon Katz

Posted by Jon Katz in Jon's news & views at 00:00

They're the same design, aren't they? If the question is whether, on the front page, you should have a) some graphic image of no apparent significance (the red metal ball is bigger, but the two are in balance?); or b) a photo of you and substantial text, then my enthusiastic vote is for the second option.

Anonymous on Nov 28 2008, 09:21