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Constellation7.org Web Site Analysis

Constellation7 is a web site that has lots of information about the revelation of our time. Specifically, revelations of holy truth for all people. This web site focuses on eight main topics: salvation, creation, prophecy, scripture, evidence, solutions, testimony and the church. The major target audience for this web site are religious people that want to touch up on any of the seven topics. Also, people that just want to learn more about these topics could visit this web site for more information. This web site has a lot of information that can be helpful to visitors, but the web design makes it easy to stumble upon many problems while browsing the web site. The site's web design is horrifying for the following reasons: layout, color, sound, images, font, etc. The following paragraphs will explain the problems this website has.

The first problem this web site has is the layout. When visitors come across a website, they want to be able to find information easily and quickly. The website does a bad job keeping links and sub links together. The main links to the topics are on the left side of the page and the sub links are at the top. This makes it difficult for the reader to find the information that he or she is looking for, which would lead the person to exit the site. Reading information is also difficult because there are no headings or subheadings to find exactly what someone is looking for. A site visitor that likes to find information quick is likely exit out this web site, because it is hard to even find information.

The second problem this website has is the color scheme. Every link and sub link you hover your cursor over changes the color of the web site. There is no consistency with the color pattern, which becomes a very big problem because color could be the life or death of this website. Most popular websites tend to be visually appealing, but Constellation7 is not appealing to the eyes. Fixing the color patterns on this web site should be a top priority, because if someone comes across a site that doesn't appeal to their eyes they will automatically leave the site.

Another problem that a visitor will come across when browsing this web site is music and sound. As soon as entering the site, there is a loud airplane sound that plays for about ten seconds and then religious music starts playing. This doesn't really help the site much because it is hard for many people to listen to music and concentrate on reading information at the same time. One has to scroll a lot to get to the bottom of the page in order to stop the music from playing. Also, every link you hover over makes a different sound which is very annoying because the sound doesn't stop when you hover over another link so there are different sounds that play simultaneously. The worst part is that there is no way to mute the sound effects. The music and sound effects would be the main reasons that someone will not return to the site.

Images are the fourth problem this site consists of. Popular websites do a good job of putting a perfect number of images on their websites. Constellation7 has a tremendous number of pictures that can be found all over the place. This make it distracting for the visitor to focus on the readings.

Another Problem with this site is the Text. The font styles, sizes, and color aren't consistent. This is a problem because it is hard to read thoroughly when one is looking at different colors and sizes.

One thing that Constellation7 does relatively well is the amount of content. The web site has plenty information which can be helpful when answering visitor's questions. The problem is that the information is hard to find because it is all over the place. The solution to this, is organizing the format in which the it becomes easier for the reader to find things quicker.

Overall, the Constellation7 website has lots of things to improve before the web site can expect an increase in visitors and view time. Most importantly, the layout has to be redesigned. The web site is in need of a home page menu bar at the top of the page, where you can access the seven different topics. An about link and a contact link should also be on the menu bar. An about link is necessary for almost every single website and is no different for this one. An about link is very helpful in order for a visitor to determine if they have come across the correct website. The second change that needs to be done is to the color, the color scheme should be started from scratch, because it has too many different colors. When people think about religion, the colors that come to mind are light colors. This website currently consists of many dark colors, while the website should focus on lighter colors. The web site colors should no longer change when hovering over different links. The music and sound are the third things that needs to be fixed. The sound effects should be removed from the website completely and, unless there is a clever way to implement music without distracting the visitor from reading, the music should also be removed. The fourth thing that the website needs to fix are the images. There are currently too many images scattered throughout out the web site. The number of images needs to be minimized and only used when it is difficult to understand the reading. The text is another thing that Constellation7 needs to improve. The text on this web site needs to be consistent on the font style, size, and color, which will make it easier for the reader to focus on the text.

Making all these changes to the Constellation7 web site would be a good start for the improvement of the site. When these changes are made effectively, the site will be able to take advantage of all the content it provides because it will be easy for the visitor to find the information to his or her questions.