

## The "No More Background Music" Rant

I feel it is important to discuss one of the most distracting, amateur, (and potentially illegal) mistakes people make when creating websites. Now, before you respond, I know lots of people use them on their personal sites, and that is their choice. People are free to enjoy background music in the privacy of their own web space.

This article is geared more towards professional and commerce sites. Certainly there is a place for sounds on these sites; it's a fact that people respond well to audible feedback. We are talking about what is most likely already driving you insane since visiting this page... THE BACKGROUND MIDI! [NOTE: The sound has been removed, see footnote]

I have come across many guilty sites in my surfing, including a well-known boat manufacturer (who shall remain nameless because they make a great boat right here in South Florida) that uses Jimmy Buffet's Cheeseburger In Paradise to annoy visitors to their site. Not only are the computer-generated notes of a MIDI file slightly off-key, you may even open yourself up to intellectual property infringement, and, as recent events prove, the RIAA does NOT take this lightly. (Think Napster)

The bottom line with background music is this: If your customer is busy humming away to that MIDI file of 'Eye of the Tiger' you spent hours searching for, they may forget they are actually supposed to be buying something from you, and leave... I know I would.

NOTE: There was an 'Eye of the Tiger' MIDI file playing in the background of this article as an example. but it frustrated me while editing and reviewing this article, so it is no more., (and potentially illegal) mistakes people make when creating websites. Now, before you respond, I know lots of people use them on their personal sites, and that is their choice. People are free to enjoy background music in the privacy of their own web space.

This article is geared more towards professional and commerce sites. Certainly there is a place for sounds on these sites; it's a fact that people respond better to sensory feedback. We are talking about what is most likely already driving you insane since visiting this page... THE BACKGROUND MIDI! [NOTE: The sound has been removed, see footnote]

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### **..About the Author**

*William Kinirons is the president of BMK Media, a web and graphic design company based in Coconut Creek that also offers in-home computer hardware & software support For more information on web design, on-site computer software support, or managed web hosting call BMK Media at (954) 818-2010.*