

Important Design Elements for Every Website

It doesn't matter which industry you're working in your website has to look good! Your business website exists to get people's attention and direct them to do something whether it's to hire you, buy your services or products, enroll in your course, or subscribe. And good design is crucial to get your reader to do what you want.

A poorly designed website does not attract business. Studies have shown that you only have a few seconds to intrigue your reader and get them to explore further, or they're off looking for the next shiny thing or funny dog meme.

So here are the fundamental design elements you should get right for your website.

1. Get the homepage right

Your website's homepage gives the first impression to your reader. Get it wrong here, and you've lost them. Keep your homepage simple and to the point. A short headline, a brief description, two or three calls to action (buy, register, sign-up) and an image or video to make it clear what your business offers.

2. Space!

Your business website should look clean and uncluttered. Having lots of space will make it easier for readers to focus on your message and navigate around your site. Space is not necessarily white space, it indicates a lack of visual clutter and can be any color or texture you like, although studies have shown that people prefer lighter colors in website design.

3. Make it easy to move around.

Nothing is more frustrating than a website that is difficult to navigate! A site that's easier to find your way around will mean that users stay longer. So keep menus to a minimum and make sure labels are clear to the non-technical user. Make some basic pieces of information like contact details, shipping and business hours easy to find.

4. About you and the company

Include information on an About Us page that includes a brief profile of you, your business partners and staff. Keep it really simple and straightforward and include photos.

5. Look good!

Think of what attracts you to certain websites. What colors and fonts do they use? What do their images tell you? Having great evocative images is better than having lots of images – and custom images that show your products, your people, and your branding are much better than using stock images. You want to stand out! And if your branding is looking a bit tired, it might be a good opportunity to have a total revamp of your business' image.