

THE BASICS OF WEBSITE DESIGN



When working on your website design, always keep in mind that it will most probably be viewed on a small screen of a mobile phone. So, the KISS (keep it stupid simple) principle should be your guiding star.

RESPONSIVE DESIGN

Responsive Web Design means your website is set up to automatically resize, hide, shrink, or enlarge so that it looks good on all devices - desktops, tablets, and smartphones. Make sure you keep testing while the site is being put together. You might have to sacrifice some of your creative ideas if they don't turn out well on the small screen.

MINIMALISM OF DESIGN

The less of design - graphic elements and content on a website - the less your visitor will have to think. If your website is designed the right way, the user will quickly get to what s/he is looking for.

Spaced out content resulting in more whitespace, contrast and clear typography without too many distracting elements raise the website's usability.

Limit the number of fonts to two! The color scheme should consist of no more than 3 toned down coordinated colors and one contrasting accent color that signifies a "call for action".

BASED ON A POPULAR CONTENT MANAGEMENT PLATFORM

There is no doubt that you would want to have control of your website content and manipulate it depending on your changing needs. A content management platform allows you to do this. Choose the one that is here to stay and that is popular so that it will be easy to find a content management assistant who knows the platform well. Wordpress is a good example of such a platform. It's very flexible, has a lot of free add-on plugins and it is very easy to use. It's absolutely free as a platform and you won't have to pay more when you start expanding your website by adding pages and functionalities.

For ecommerce, Shopify seems to be the most popular platform that has very useful ad-ons for Social Media connections.

FRONT PAGE CONTENT

The more text, the less they will read. Cut to the chase:

- What product/service you sell

State this clearly and concisely so that they know they've arrive to the right place.

- What benefit you deliver

It's always about them, the customers and their needs, not about your greatness.

- Your competitive advantage

Why they should buy from you and not from your competitors.

- Call for action!

The call for action button needs to stand out marked by the accent color of your color scheme.

- Contact information

The phone number on the website must be in text, as this allows the visitor to “click to call.” Also, depending on the business, make sure the physical address, fax number and even cell numbers are available from the website.

SEARCH ENGINE OPTIMIZATION

Every page of your website must include SEO following the standard procedure: the text, the pictures, the site and page titles, the pages of the URL, the snippet and so on. There is a whole bag of tricks to make sure your website doesn't sink to the very bottom of the search results.

SOCIAL MEDIA LINKS

There are two types of links. Sometimes you see a row of icons that lead to the brands Social Media accounts. They don't do the brand too much good. By this moment the person is already on your website and probably ready to buy.

The second kind are the links that let the visitor promote your website in their accounts on Social Media platforms. This is an easy way for your brand fans to give you a shout-out. Use it to your advantage!

*We hope you find this guide
helpful, and, remember,
we are here to help:)
-PHDesigner Team*