Web Design Ideas and Tips - Make Visitors Want to Stay

It takes an internet user around 0.5 seconds to form an impression of your website.
So, if you think you can still get by on weak web design elements, then you're mistaken. People will immediately form an opinion of your product/services based on the look and content of your website.

It needs to be perfect if you want to keep their attention. A cluttered web design conveys that you either don't know how to use the technology or don't care. Both options are unacceptable.

Here are some general principles of good web design:

Simplicity

Too many elements presented at once can overwhelm the senses. Instead of including as many things on your webpage as possible, focus on one or two sections.

Vast blocks of small text quickly cause people to lose interest. Utilize one primary font type for catching your visitor's attention.

You also need to pay attention to color. Conflicting color patterns can offend some people.

Keep it simple by selecting no more than two complementary color schemes that represent what your website stands for:

Red — enthusiastic
Yellow — energetic
Green — growing
Blue — relaxed
Orange — warm
Purple — focused

Branded Elements

Logos and similar branded graphics are crucial for two main reasons:

- They give your website a professional look;
- They provide a recognizable graphic that stays in users' heads.

Brand recognition is a powerful thing. If you have a great graphic that people associate with good content, then they're more likely to come back.

A high-resolution logo in the corner of your screen can also serve as a home button that streamlines navigation on your site.

Immediately Convey What Your Website Is About

Don't make users search your page to find out what kind of website you have. Convey that information instantly, so they don't waste any time.

Pictures or large text are essential here. You also need to make sure that your webpage is easy to navigate. If someone gets lost, don't expect them to stick around.

Contact Page

Almost all websites should have a contact page — primarily if you sell something. Sites without a contact page appear untrustworthy.

One study found that 44% of people will leave a website if they find it doesn't have a contact info page. As such, it's worth it to add one — even if it's just a comment or suggestion page. It shows that you want to hear back from your visitors.

It also gives you access to your visitor's emails, which you can use for newsletters, special offers, or content updates.

Use White Space

White space is the negative space on a website — the area left white by no text, graphics, or videos. Making the most of your site's white space is one of the essential elements of good design.

For one thing, it makes your website easier to read. White space can highlight a portion of text or an image that you want to stand out.

It's also great for separating different sections from one another. Open white space design offers a minimalist look that appeals to short attention spans.

Generate Original Content

People need an excuse to visit your website, and original content is your ice breaker. It introduces the user to your brand and keeps them coming back.

But how do you generate content for your website? Think about what might appeal to users that visit your site. For example, if you own a hardware website, then some content about home repair will attract potential customers to your page.

If you need some more ways to find content ideas, best use a professional. We write content even if we don't design the site for you.

Mobile Version

These days someone is just as likely to look at your website on their smartphone as their desktop. So, if you have a great design that works on the web, but fails on mobile, then you are losing half your potential viewers.

Test your website by looking it up on a mobile device and troubleshooting it. If you see any glaring issues, address them before launching the site.

Search Friendly

So, you made a beautiful website? Congrats! But it won't matter if people can't find it. Using SEO features on your website will make it more likely to pop up in people's Google search.

Make sure that your website appears appropriately in all the different types of browsers. Also, make sure you utilize things like meta tags, alt tags, and title tags in the HTML coding.

Know The Difference Between Good and Bad Web Design Elements

Some people believe that functional web design elements are subjective, but these are proven strategies for keeping people on your site and having them return again.