

The background is a dark blue gradient with various geometric elements. There are several light blue rectangular boxes of different sizes, some containing horizontal lines or circles. A circular icon with a plus sign is visible. In the top right, there is a circular icon with the word 'PRIMEVIEW' inside it, and a horizontal bar with arrows at both ends. The overall design is modern and tech-oriented.

# A Business Owner's Guide to WEBSITE DESIGN

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# INTRODUCTION

## **Do you remember the first time you saw a website?**

The first web page went live on August 6, 1991. It was dedicated to information on the World Wide Web project and was made by Tim Berners-Lee. It ran on a NeXT computer at the European Organization for Nuclear Research, CERN.

The first web page address was <http://info.cern.ch/hypertext/WWW/TheProject.html>.

A website puts your business from the whole world.

Did you ever imagine that the internet and websites would become such a big part of modern life? Did you ever imagine that your livelihood could depend on it? For many it does. Website owners of all kinds – bloggers, companies, and ecommerce owners reap the rewards of this amazing technology.

With almost 2 billion websites on the world wide web, getting noticed is quite a challenge. Most people don't look past the first page of the search engine results. So, getting seen takes an understanding of how your website and the internet works, and how people use it.

**The internet is always changing.** This means that the type of content you create, your marketing strategies, the way people interact with their mobile devices, how consumers make online purchases, and how people search for information, are also in a constant state of change. How to stay up with it all?

**In this eBook is a collection of articles gathered from over two decades of experience in digital marketing and web design.**

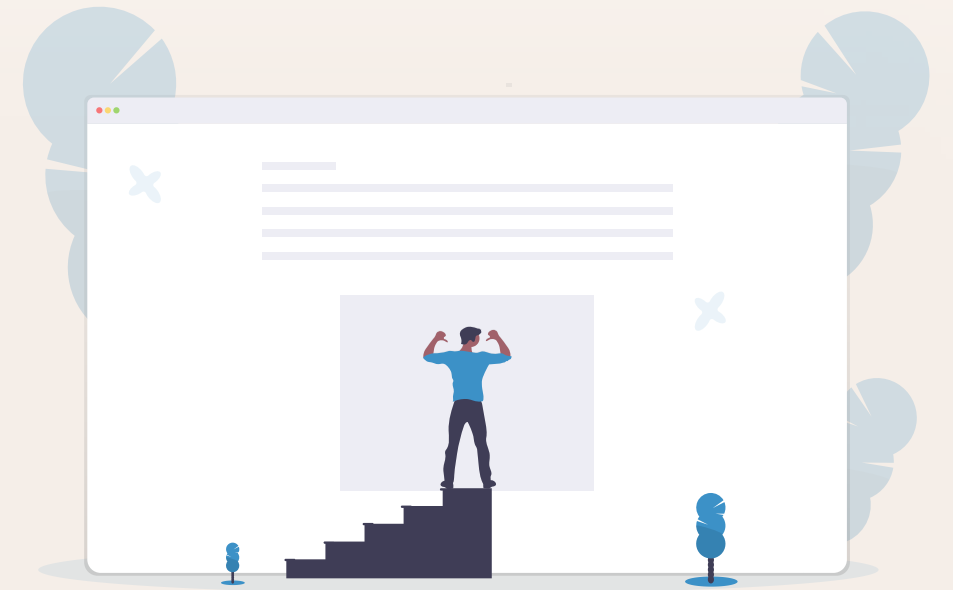
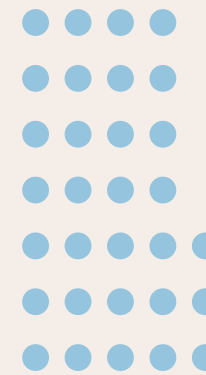
## CHAPTER 1

# Importance of Web Design For Your Business

Web design can make or break a sale. One of the major factors influencing a visitor to stay on a site and eventually buy or to leave without converting is the design of the website. Website design, especially with e-commerce shops, can make a difference as much as 30% in conversions and will help you stay ahead of the competition.

What works in web design changes as search habits change and user experience experts learn more about user's behavior. So, it is important to stay up on the latest design practices and implement them.

Web design is a big factor in the progress of your business. It can determine the future of a website and its potential to create business and gain potential clients. A properly designed & optimized website can spell the difference between a business meeting its yearly goal of making X sales or going bust



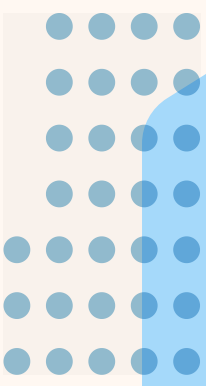
It may not be the main reason, but it's a factor that made a lead into a buyer. Why does web design matter to potential clients? Your potential customer doesn't have enough time to view your site unless its content is interesting or you're simply just a very popular company. What if you are not a big company?

And your web design looks dull and dated? Your potential clients will just go back and click on the competitor's site. That is why your web design/content should be as interesting as possible.

Professional web designers can make your potential client stay longer on your site, creating an opportunity for you to pick up good business and make new clients. Web designing is all about making your visitors glued to your website and persuading them to make up their minds and buy your products or add them to your clientele.

# Factors that will help your site gain more visitors

Here are 3 guidelines to follow for better web design  
– to drive traffic and to gain potential customers.



**1. Web site color.** Your website color should be pleasant and command authority without alienating potential clients. Most corporate websites use the colors blue & green as studies have shown these colors impress upon visitor's professionalism, cleanliness and it helps to add they are comfortable to look at on your screen.

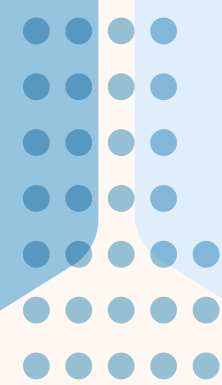
**2. Web content.** As you are advertising your business through your website. Your web content should be as informative as possible, it should be true and it should be the real products and services your company is offering.

Your web content should speak on your behalf that will make your potential client decide to choose your company and your services. It's also common to see customer testimonials to further persuade potential clients to pursue the transaction.

**3. Easy to navigate or user-friendly.**

Your website will contain all the pertinent information about your products and services. If your customer can't see that, or can't even find what he's looking for, then the potential sale is lost.

Easy navigation and accessibility are key in funneling your customers from the landing page to your shopping cart or exit page.



# Here are 10 more suggestions to improve your website's design:

## 1. Follow established web standards

While there are a lot of new trends and web design ideas coming into fashion, we need to preface this. There are still standard website best practices that webpage designers follow that have changed little over time. Established standards and website elements to which people have become accustomed.

These features consistently work as they follow innate human behavior. Behaviors such as reading from left to right or seeking the pertinent info at the very beginning of a page.

Designers by nature are creative and want to step out of the box to create something unique, and this is a good thing. But some boundaries should be set. When those rules are ignored, it confuses site visitors and can turn them off.

Google research shows that the less your website conforms to web standards, many users will not perceive a website as beautiful. For this reason, it is recommended to stick to certain established rules.

### Some of these established web standards are:

- Consistent design and branding across all pages
- Contact information is placed top right or center
- The main headline, value proposition and call-to-action high on the homepage
- Main navigation across the top of the screen
- Social media icons in the website footer
- Put search feature in the header
- Website logo in the top left corner

Here are more suggestions to improve your web design besides following standard web design guidelines and best practices.



## 2. Minimalist web design

A trend that has been evolving over the past several years to become a regular feature with many websites is the “minimalist” approach. Having too many choices will just confuse users of your website. Consumers can just end up not converting because they can't make their mind.

Remove everything that doesn't serve the main objective of your site. Simple website design can be more effective than one with visual complexity, which can overwhelm the viewer and lower your website's appeal.

### Some design elements you can safely eliminate or reduce are:

**Menu items** – Visitors need to explore your site but an overloaded web design for menus can confuse and negatively affect the user experience.

**Tabs** – Use as few tabs as possible for a simple website design.

**Sidebars** – The trend now in website design is to get rid of sidebars. Ask yourself, is it really important what is displayed in your sidebar? If not – cast the sidebar aside. Reduce the number of fields on your forms, only get important information.

**Sales jargon** – Stop using overused phrases, clichés, and empty words that make people tune out. Put some personality and honesty in your writing.

**Minimize text** – A feature of the minimalist approach is, don't fill your homepage or landing pages with a lot of text. This does not apply to blogs, which can use a lot of text.

**Use visuals** to help break up written content and offer a deeper explanation. People will understand your message better in less time. Learn how to tell your story with minimum talk.



### 3. White space design

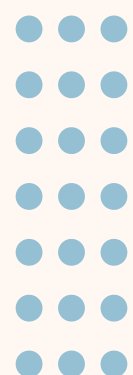
One of the biggest changes in web design that has been evolving over the years is website builders are using a lot more white-space. Content that has no real purpose other than filling up empty space is just clutter. Visitors to your website like a clean look that gets to the point. Your page will also load faster.

Keeping the look more open increases the readability of your website content. Visitors are usually in a rush when browsing through websites. With plenty of white space, it increases interaction by limiting distractions that slow the visitor down.

#### Advantages of White Space:

- Improves readability and comprehension
- Creates balance
- Gives emphasis and direction
- Implies sophistication
- Ensures a quality user experience

Sometimes clients will complain that white space is wasted space, thinking it could be used to show more information or other visual elements. Convince them that the latest trends in web design are to have more space and UX shows that it helps bring them more conversions.





### 4. The first fold rules

The first fold of your homepage or any webpage needs to be designed in such a way to get the visitor hooked right away. The first fold should have a value proposition, a good reason to NOT leave your site. You don't have long before a visitor will bounce off if there is not something to encourage the customer to explore further.

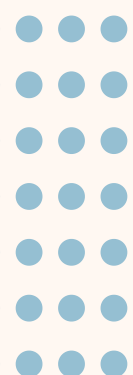
### 5. Focus on website speed optimization

Make web performance a priority. Improving the speed at which your site loads is not a new thing, but the new younger internet generation is even more impatient than the previous one. If your site is slow to load, visitors will leave.

Your webpage needs to load within 6-7 seconds, as that's the level of patience an average user has, after which they will bounce right off. Ask yourself, after 5 seconds of loading your company's website or landing page, can your visitors understand what your company does or what services you offer?

Google uses Page Speed as a ranking factor, so poorly performing websites that don't load correctly or load slowly, can hurt your site's ranking. You can get pagespeed insight by using one of the many free web speed test applications on the internet.

Make sure website design doesn't have too much data, heavy images, and videos on any of your web pages that slow it down. Make your website clean and simple by removing unnecessary data and compressing images and videos.



### 6. Try a Flat Design

Flat design is a minimalist design concept. It stresses the use of simple, monochromatic shapes. It still conveys the same meaning, but the file size is half of a more realistic shape that has gradients and shadows. Flat designs also require fewer lines of code than if you create a more realistic look.

Another advantage for web designers is that flat designs are easier and faster to modify if needed. Flat simple website design allows you to customize the look of a page with fewer changes.

### 7. Design for scrolling, not clicks

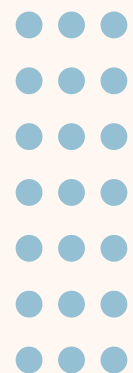
When considering your web design, remember that most browsing is done on mobile devices with touch screens. It is easier to scroll on touchscreens than to click on them. Users prefer content they can scroll down.

The user experience is a big factor in whether they stay or leave your website. Don't use features such as sliders, carousels, tabs or accordions on a handheld device. They may look cool, but they make it difficult for the user to navigate.

### 8. Avoid stock images

Avoid using stock photography and invest in getting your photos clicked. Show visitors something they have never seen before. No matter how professional the stock photo or graphic is, it will always be someone else's vision and interpretation of what you are trying to convey.

Use your graphics team to design unique images that match your branding and vision and apply it to the content. Just using the same old tired image of someone sitting at a computer with the seemingly mandatory cup of coffee falls flat.



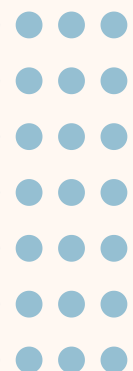
### 9. Pepper your site with Testimonials

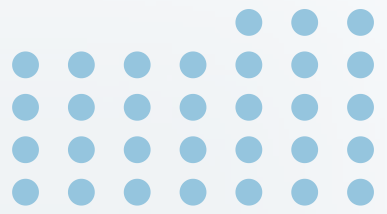
If you have clients that say good things about you, the best way to get them in front of visitors to your site is to add them throughout your site.

### 10. Use AMP to make your site mobile-friendly

Having a mobile-friendly site is a must-have. Mobile-friendly web pages rank higher in mobile search results versus non-mobile-friendly pages. To optimize your website for mobile, use AMP, Accelerated Mobile Pages.

AMP is an open-source web component framework and a website publishing technology developed by Google which provides fast-loading web content. You can download it for free from different sources. AMP also comes as a plugin for WordPress.

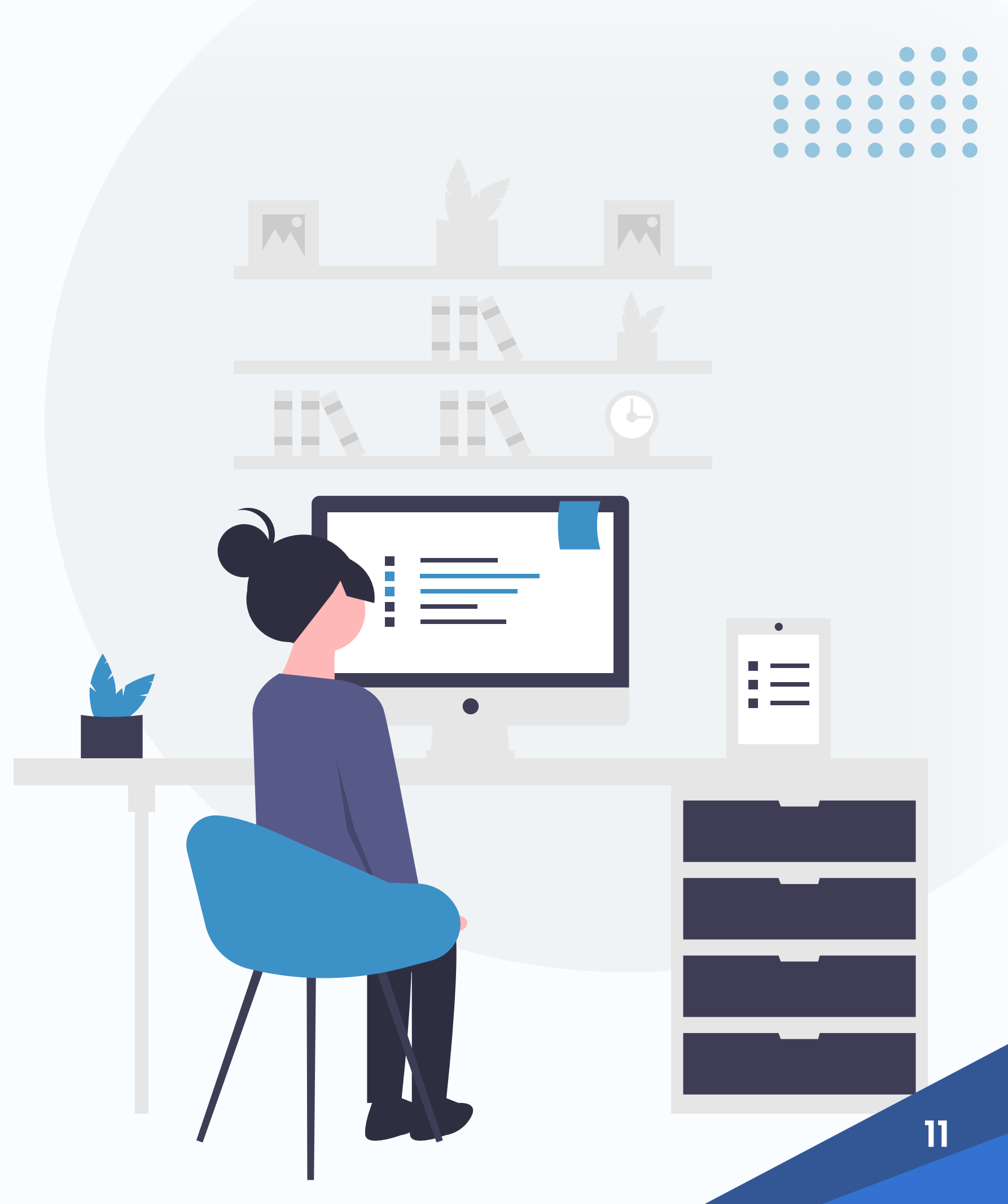




## CHAPTER 2

# If Content Is King, Your Website is the Kingdom

“Content is king,” is a saying going around in the digital marketing industry. Almost everyone has undoubtedly heard this phrase, along with the simple truth that web content is the reason why people end up in web pages developed by designers. But if content is deemed king, where does it leave web design? If you come to think of it, where will your content land if you don’t have a proper place for it?



What You Should Know About Website Design

In today’s world run by technology, any successful business needs a team of exceptional internet marketing professionals to help them reach their target market. It’s bittersweet that we no longer live in an era where businesses can get by without the aid of the internet

With hundreds and thousands of competitors in just one industry, one of the main ways to climb the ladder of success is by having an online presence designed to perfection.

Your website is the kingdom where content resides. It is the planning and creation of websites that frames your content. Within its scope involves many of the same key visual elements of design, such as:

Content

The king and its kingdom go hand-in-hand. They work together to enhance the message of the site through pleasing visuals and text. Written text should always be relevant, so as not to confuse the reader and to give them exactly what they came for to remain on the site. Content should be optimized for search engines and be of a suitable length and incorporate related keywords.

Layout

It’s through layouts that graphics and text are arranged. On the worldwide web, a key goal is to help readers and viewers find the information they need at a glance. This includes maintaining the consistency and integrity of the design.



## Graphics

Graphics include photos, logos, clipart, or icons, all of which enhance the aesthetic of the web design. For an added touch of user-friendliness, these need to be placed appropriately, working with the color and content of the web page.

## Color

This is dependent on the purpose and preference of the client. It could be as simple as black-and-white or as vivid as a multi-colored design, conveying the personality of an individual or the brand of an organization, using web-safe colors.

## Fonts

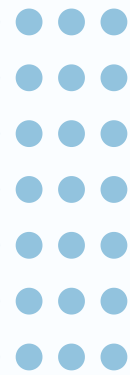
The use of different fonts varying in size and face can exponentially enhance a website design. Most web browsers can only read a select number of fonts found in the web-safe font category.

All of these elements combined form websites that should represent whichever businesses they belong to. But oftentimes, the meaning of “design” is perceived solely as a visual aspect. In truth, design is the process of collating ideas, as well as aesthetically arranging and implementing them guided by certain principles for a specific purpose.

## Why It’s Important

When it comes to a website’s success, content really is king. It is undoubtedly why traffic occurs and why viewers share a site. But let’s take into consideration that a website’s design could drastically increase a visitor’s chances of scrolling down or clicking out.

The design of a website plays a large role in making or breaking your visibility, especially if its structure is not arranged and designed aesthetically enough for a user to keep scrolling down.





# How to Rule Your Kingdom

## Simplicity

Keeping it simple should be the primary goal of any site design. Although a website needs to look great, users are rarely on a site to enjoy the design. Strive for simplicity and steer clear of complexity.

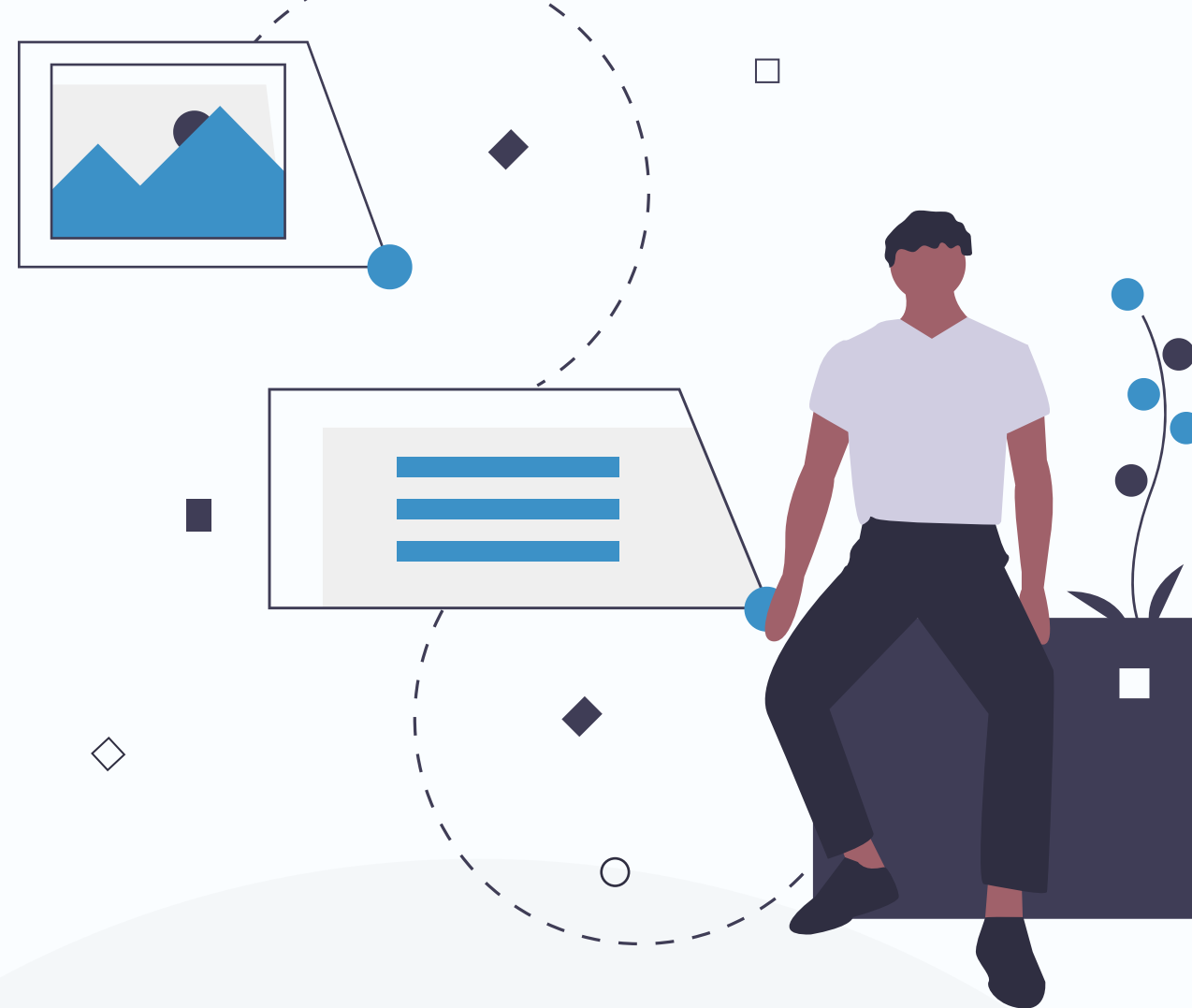
## Navigation

Navigation is all about how easy it is for people to move around your website. Some tactics for effective navigation include a logical page hierarchy, designing clickable buttons, and following the 'three clicks rule' which means users will be able to find the information they need within three clicks.

## Images

A picture speaks a thousand words, and choosing the right images for your website can exponentially help with brand positioning, as well as help you reach your target audience. If you don't have high-quality photos on hand, consider purchasing photos to lift the appearance of your website.

There are also many websites online that offer free usage of high definition photos. Also, consider using infographics and videos like these can be much more effective at communicating than even the most well-written piece of text.



## Mobile-Friendly

Not everyone has the time to break out their laptops or turn on their PCs to check the internet. Our smartphones, on the other hand, are always at the tip of our fingertips. It is now common to access websites from the convenience of devices with varying screen sizes, so it is important to consider if your site is mobile friendly.

## Loading Time

No one likes a website that takes decades to load. It prompts a user to click out and check other competitors. Loading times can be more effective by optimizing image sizes and combining codes into a central CSS or JavaScript file.

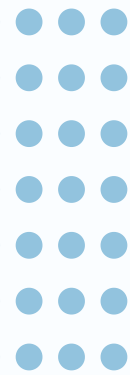
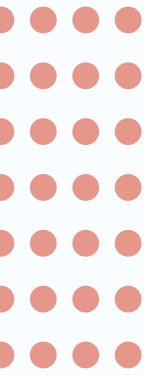
## Grid-Based Layouts

Random placement of content on your website can come across as unsystematic and unpleasing. Grid-based layouts arrange content into sections, boxes, and columns that line up and feel balanced, which leads to far better-looking website design.

## Purpose

You can't just create web pages and not have a solid purpose. Good web design always caters to the needs of each user. Are your visitors looking for information, entertainment, or some type of interaction with your business? Each page of your website must have a clear purpose and must fulfill a specific need for your users in the most effective ways possible.

*Content may be king, but every king needs a kingdom to rule or it'll be nothing more than a wandering peasant – or in this case, content without a home.*



## CHAPTER 3

# Performance Matters – Make Your Website Work for You!

Everyone has visited and fled from a website that took too long to load. Do you know if your website is working for you? Your business reputation depends on it.

Poor performing websites can hurt your website's overall ranking. A bad user experience can drive away as much as 88% of your visitors and have negative effects on your retention and conversion rates.

Users today expect websites to offer a lot of information, media, and interactivity – all with page load times of two seconds or less. By not loading correctly or loading slowly, visitors are not inclined to stay.



When surfing the web, many technical gears are turning behind the scenes that impact web performance. The average business owner will run away if you try to explain this to them.

However, marketers need to have a general understanding of what these factors are as it affects performance. If you aren't getting results from your site, these technical elements may be the problem.

# Factors that affect performance

Web performance falls into three categories:

## 1. Frontend User Experience – how the user's browser executes page's content.

- When your site's title appears in the browser tab
- When your site's first visuals are displayed in the frame
- When the visitor can interact with your site

## 2. Backend Performance – how your site gets to the visitor's browser.

- Hosting provider
- DNS provider
- Content delivery network

## 3. Content Complexity – the breakdown of the building blocks of your website:

- Media and programming languages used on your site
- How many assets each one has
- How byte-heavy those assets are



# UX – User Experience

Website performance doesn't have anything to do with the content; it has to do with the experience that is being presented to the consumer. A website can have the latest technology or the coolest graphics and movement, but if the page is not tuned to performance, then you could be driving traffic away from your business.

Remember what they say about first impressions! Whatever kind of site you have, certain factors are non-starters. There are sites out there that we think are cutting edge and others that we come across that look as if they were built in the 19 nineties.

There can be different approaches to design and implementation and everyone has been to a site that doesn't load very quickly and have certain elements that don't load at all.



If your customers are interested, they may hit refresh, however, most times they just close that tab and move on to another site – never to return.

What are the primary reasons website performance matters? Poorly performing websites can hurt your site's overall ranking, just by not loading correctly or loading slowly.

# Slow websites drive away customers!

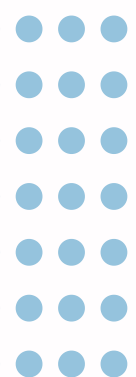
Users will often click away from the site or do a “rage quit” and they just close the browser. In web analytic terms, this is called an increased bounce rate, they go to the first page of the site and then they close it.

Furthermore, this will also decrease the click-through rate metrics – the overall time spent on your site. If people land on your first page and then want to click through and see other elements on that page, and have a poor experience right from the beginning, and they go away – the click-through rate drops also.

Therefore, if part of your site has better speed and load performance, it’s more likely that those pages are doing better in the SEO engagement metrics as well.

Users remember when they had a poor experience. Visitors to poor performing sites have a lower rate of return to that site. This is called a reduction in return visitor traffic and is not a great way of building your marketing reach online.

Also, poor-performing sites that are crawled by Google and other search engines are lowered in the search ranking, which will then greatly reduce your traffic overall. This has a snowball effect as the lower search rankings will have lower views in search results, equaling lower page hits. This is why web performance matters!





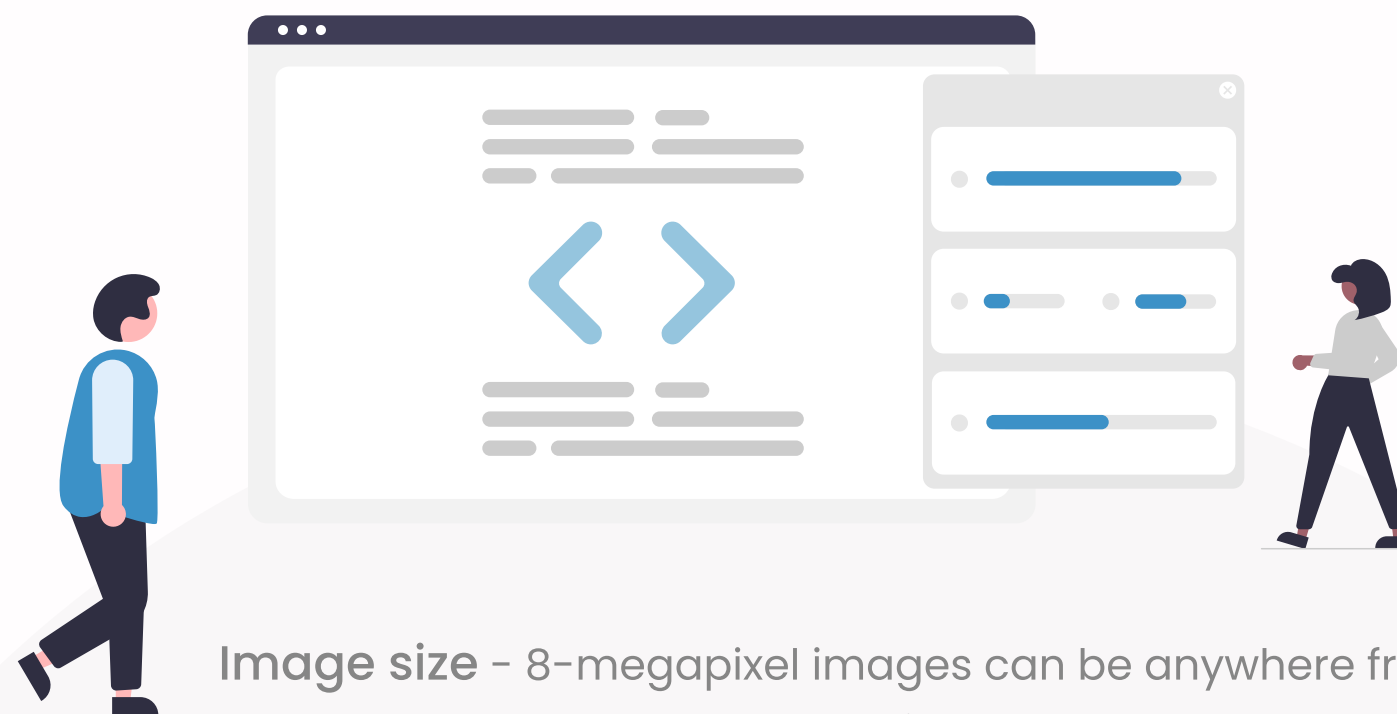
# Best Practices for web performance

**Reduce the size of your pages** – Websites have had multiple faces over the years. In the early days, all content was being served over an 18-baud modem. Great importance was put into what was sent over that very small pipe.

As speeds to the homes and businesses have increased, web developers have spent more time stretching the limits of what they could build. Scripting in graphics and performance mostly went by the wayside.

Now with the capabilities of producing high-resolution 4K video and 12 plus megapixel pictures that are readily available for all, it's very easy to ruin a very well-performing site. Simply uploading a couple of images from the new DSLR camera that you're gifted over the holidays can wreak havoc on your website's performance.

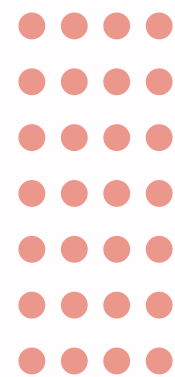
One of the easiest ways to improve page performance is to reduce the overall size of each page. This doesn't mean to remove or reduce content from the site, but to be smart about how you're providing what comes to your end-user.



**Image size** – 8-megapixel images can be anywhere from 5 megabytes to 7 megabytes per image. The supported pixel sizes for 8-megapixel images are 3,456 by 2,304 pixels. The majority of desktop monitors are sized at 1980 by 1080 pixels. Therefore, 8-megabit high-resolution images are too big for any screen on which your website would be displayed.

Most likely, the images are being shrunk at the server level and are being compressed at the image level, but still, the file size that is being sent across the pipe is much larger than needed and will slow your site load time.

Right-sizing the images on your web platform will reduce the size of each image by approximately 60 percent for every image. Multiply that by 4 to 5 images per page and you can see the savings add up.



**Page purpose** – Building pages that serve one or two purposes with navigation links on other pages rather than one big page that has 10 to 12 purposes, is also a great way of having a well-performing site. Most of that information on a big page will be wasted on the end-user and the page will load slower.

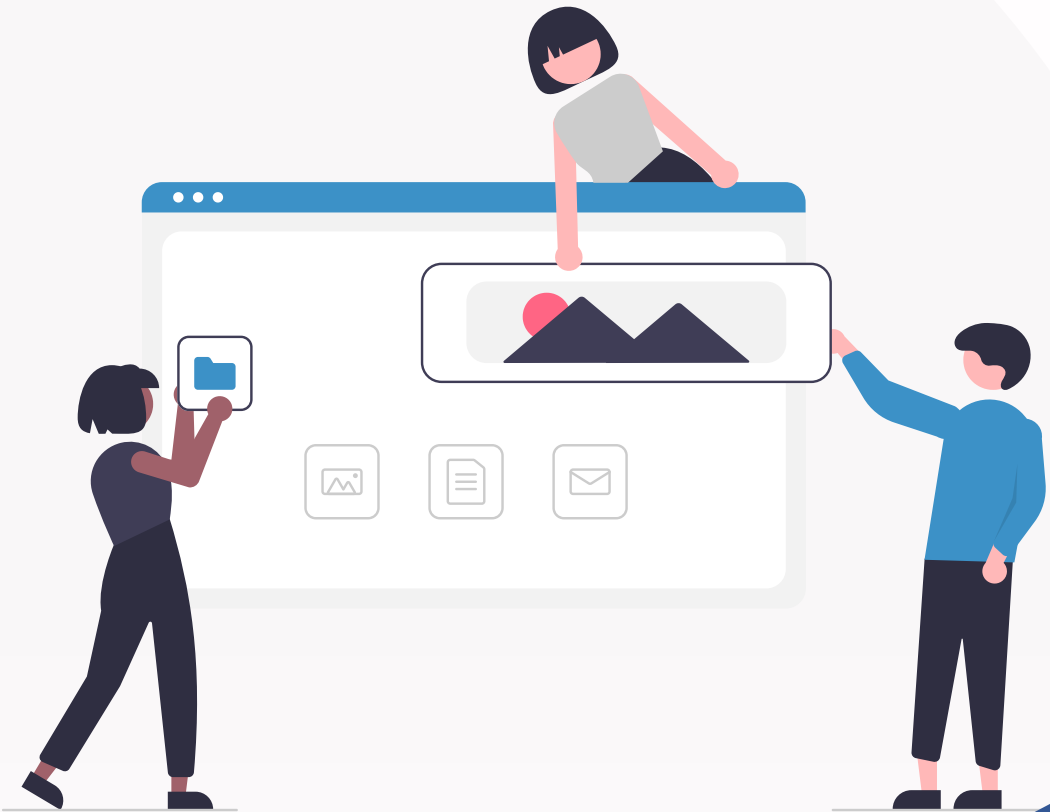
Smaller pages will load faster-engaging your users to click through to other pages and increasing their overall time on the site and increasing other SEO based metrics.

**Expiration dates** – Make sure your site has proper expiration dates on caching elements such as images, content, and external files. These settings establish how long the browser will store that element locally – without causing additional calls to the webserver.

If certain images are not changed that often, put a larger expiration date on them like 8 weeks. While for the content that does change often, you can have a shorter retention rate to make sure it's not being cached as much.

If there's a need for larger content to be served like video or other large files utilizing a CDN, (Content Distribution Network) can greatly increase the performance and uptime of your website. Some content will be from your server and other content will be delivered by the CDN.

**Proper page load order** – Next, you want to find and update page elements that are causing other parts of your page to be slow. You need to make sure that the elements of your page are loaded in the proper order. Elements that are at the top of the page should be loaded first, and elements that may be off-screen or at the bottom of the page are some of the last ones that should be loaded.



**Blocking elements** – Then some things slow your load speed down called blocking elements.

For example, say that you have a site where you’re showing the customer location and your site asks for a zipcode and then shows a map of a location near that zip.

The first step is to look up the location in the database and the next step is to send those findings to the mapping API (application programming interface) and see if the database search is blocking the maps API.

While both parts are required to show the map, the one thing you can do is make sure that the database search is working properly and not further delaying the time it would perform the map API.

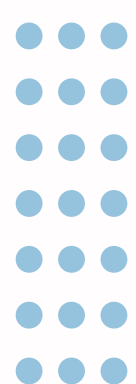
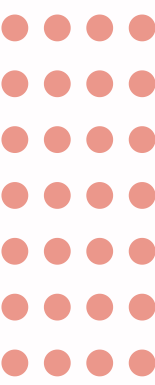
There are other elements along those lines. This is just a simple way of explaining how one element is required to be completed before another one and making sure that those are loading in the proper order.

**SSL Certificates** – Last on the list of best practices for web performance is SSL Certificates.

Everyone should be familiar with HTTP – HyperText Transfer Protocol, the basis of data communication for the internet. The addition of the “S” for “Secure” shows that three extra layers of protection have been added that protects the integrity and confidentiality of your users’ data.

When you see a site with HTTPS in front of it rather than HTTP, that site has an SSL certificate.

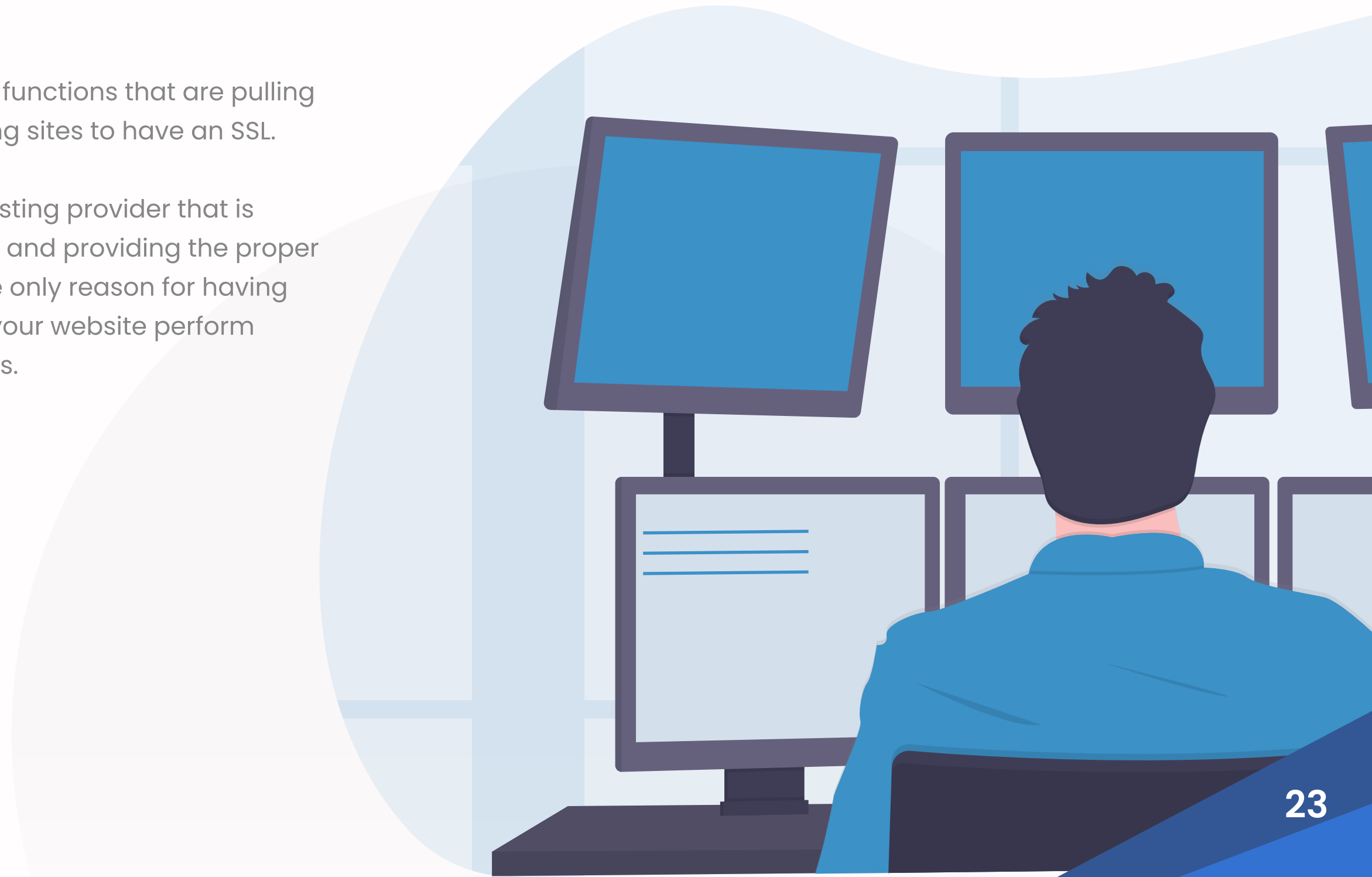
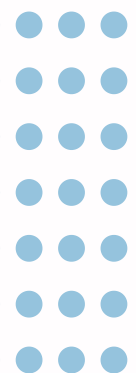
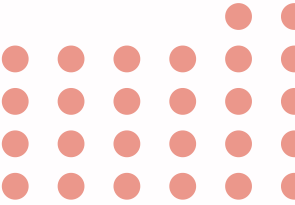
One of the most popular features in mapping utilities is a find my location service. If you’re planning on using a find my location service on your site, Google Maps have recently changed their security settings to require an SSL certificate to access any of those advanced browser functions from the user.



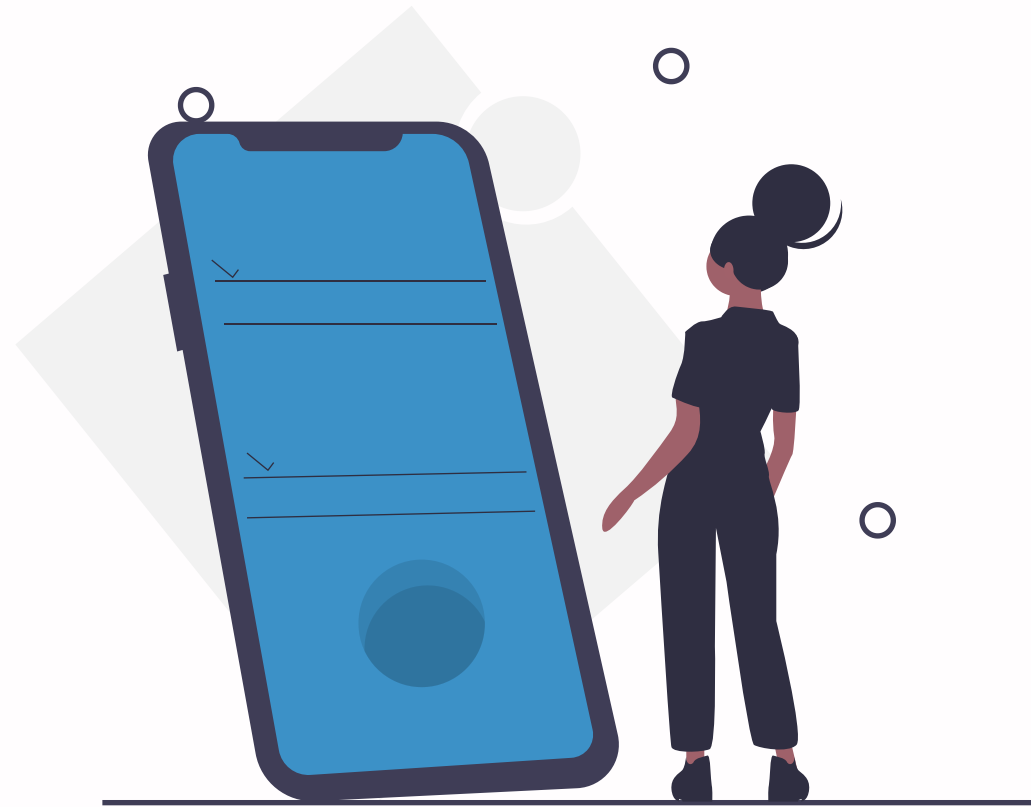
It might seem like overkill if you're just providing a marketing site with some mapping and information about your location to have the added expense of an SSL certificate. If you're not doing ecommerce or if you're not doing authentication on your site, why have the extra cost?

Increasing numbers of internal browser functions that are pulling information from your users are requiring sites to have an SSL.

Make sure that you're working with a hosting provider that is aware of these recent security changes and providing the proper security settings for your site. It's not the only reason for having an SSL, but it is one more way to make your website perform better. Learn more about SSL Certificates.



# Mobile Performance



Moving into 2020, Google is continuing to put a higher emphasis on mobile responsiveness for search rankings. It's just not how well your desktop site performs – it's also how well your mobile site performs.

Sites that have both a desktop version and a mobile version will get a better ranking from Google and show better up on their search results. Making sure your website is mobile responsive is more vital than ever. According to INC magazine, nearly 60 percent of all SMB sites do not have a mobile responsive website.

## What exactly does it mean to be mobile responsive?

First. Make sure that your site is not just supported by mobile; you want a site that is displayed in the best manner for that medium. Make your mobile view very similar in look and feel to your desktop view.

Often people will go home and then they'll bring it up on their desktop computer and if it doesn't look like the mobile site they will wonder if they are on the right site.

When mobile started, designers would split off the code, build a desktop version, and build a mobile version. The information on the site would have to be updated on both versions and so there were inconsistencies between the content on the mobile site and the desktop site.

Mobile responsiveness is one set of code that displays properly for desktops and mobile. Mobile has a different set of objectives such as click to call phone numbers. There's also a greater need for maps, especially when using GPS functionality for the user's location feature.





Mobile also has a greater impact on social sharing. Customers can easily market your site by sharing with their friends and family. The user experience on mobile is different from the experience of desktop consumers.

Mobile 3G and 4G are much slower than the cable modem that you have at home or work. Being successful on mobile devices is about ensuring all those functions that are available on your desktop are served to mobile but served quickly. Removing some of the elements that are not necessarily targeted for mobile can help.

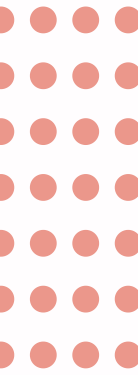
Certain elements are very popular on desktops that are not ideal for mobile view. To improve mobile responsiveness and web performance you can remove those elements.

**IFrames** – One such example is IFrames. An IFrame (Inline Frame) is an HTML document embedded inside another HTML document on a website. It is a common way of displaying third-party information within your site. However, what happens on mobile is because you have a smaller screen, you’re going to have a scroll. The IFrame itself will also have a scroll and this calls a double scrolling menu, which is bad for mobile.

**Modal screens** – Another element that doesn’t work well is a “modal screen.” You might know it as a pop-up or an overlay such as a form requesting information. Modal screens won’t let users work with the main window once they are opened. Modal screens do not provide the right performance on mobile. There are different ways of being able to do forms that are designed better for mobile.

**Remove byte-hungry media** – Considering bytes over the pipe is very important. You want to remove any auto-playing of videos or high-end graphics from your mobile view. You might have them on your desktop but you want to restrict them on mobile. That would make a much better performing mobile website.

A well-performing mobile responsive website takes all of these factors into consideration and provides a slightly different mobile experience. They may be major changes behind the scenes, but will only be seen as minor changes to the front-end user.

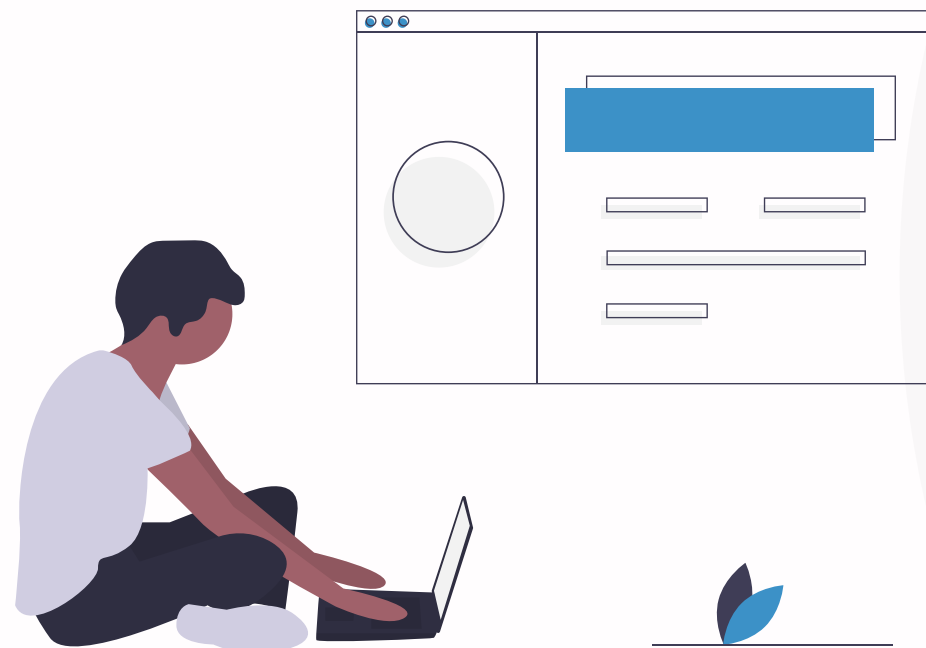




# Fixing your website performance

Most websites can use some improvement in performance. Using the tools available, you may find all kinds of issues that you never would have thought of or realized were slowing down your site. The thing is you don't need to fix everything all at once.

Use all the online tools you can to identify issues. Work on one element at a time, then test your site again and see if there is an improvement. Sometimes you may find that a change decreases your performance, so just roll back that change and go on to the next possible issue



## Key Takeaways

- Don't overload your site. Fewer items being served tends to lead to a better performing site, especially on mobile.
- Right-size your media – make sure you're using proper dimensions and resolution for web display to help load the site faster.
- Make sure your site is mobile responsive. Your website must be usable across multiple media and screen sizes.
- Use all the online tools you can to identify issues that you may be able to fix.

You might not be able to fix all the beginning but you may be able to identify one or two to improve your rankings.

When you're reviewing your site, don't just ask – do I like the look and feel of the site, you should be asking – Will the site help the customer acquisition and customer retention? Making sure your site high performing will do just that.

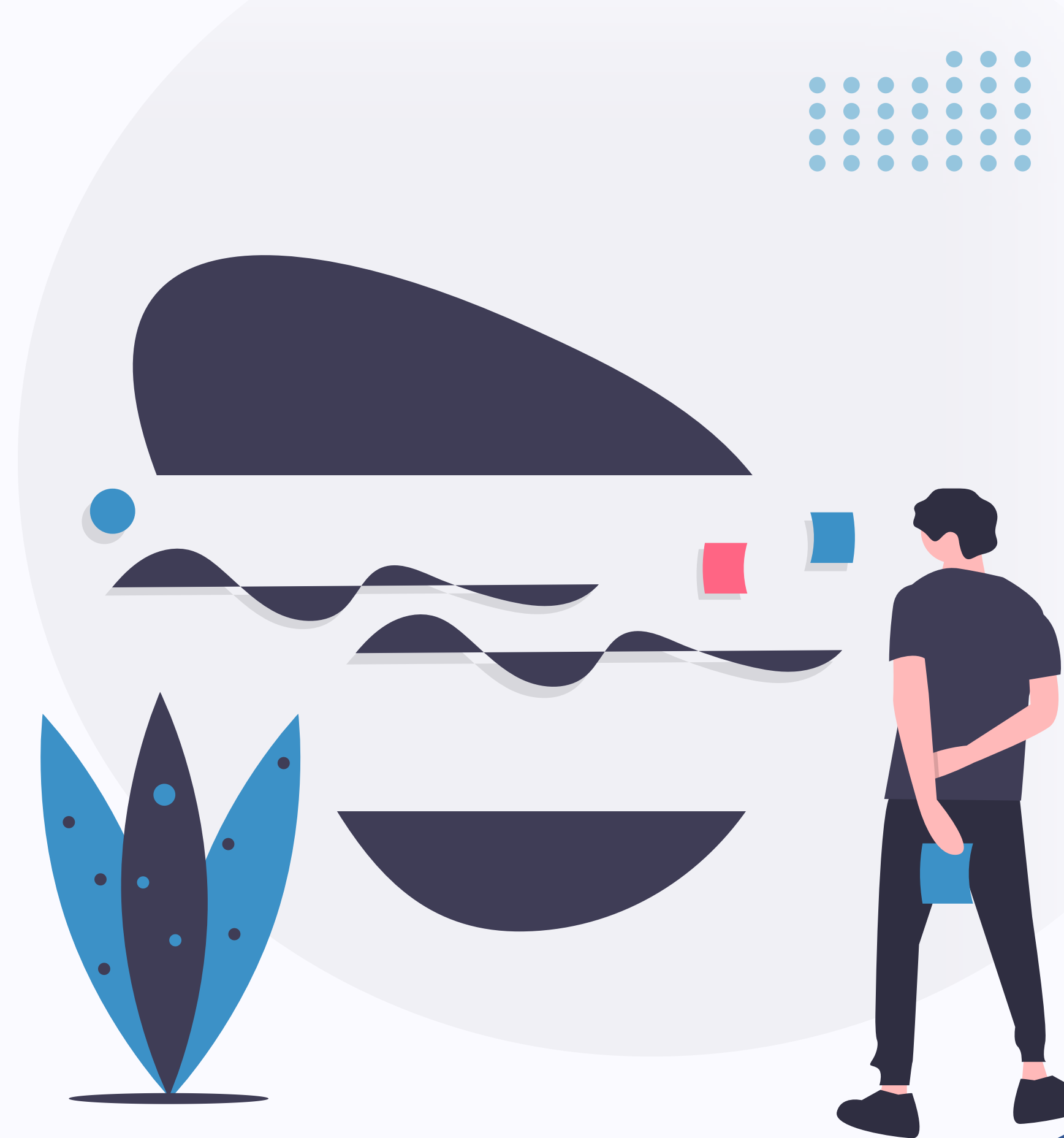
## CHAPTER 4

# Web Design Trends You Need to Know

Each year, web designers watch out for a set of trends that surface the internet and use it as inspiration to develop client websites. Many ideas that have been inspired by these trends have come to fruition from that point onward and have even resulted in new trends.

The influence of design on a consumer is usually just a reflection of the web culture in which citizens have grown accustomed to. Web design trends are largely directed by popular ideas and expectations in the design community.

Nevertheless, the design trends do not automatically mean they are the most effective and most successful designs, but only that they have been generating enough buzz to be considered notable. Each designer and design enthusiast is entitled to his or her own opinion, which may not necessarily be in accordance with the trends in this post.



**Retina Support** – When one talks about retina support, the first thing that comes to people’s minds is high-quality graphics in a device. Because mobile devices and PC manufacturers belong to a highly competitive industry, every single firm is on the lookout for the latest developments in technology that they offer to the products that they are offering.

This is why along with responsive design, devices with retina screens are among the most prioritized for production by mobile giants such as Apple and Samsung. Retina screens have double the density when compared to an average LCD. This means that the number of pixels that can be fitted in one area is double the capacity of an ordinary LCD screen. The result is an improved image quality that mobile device users.

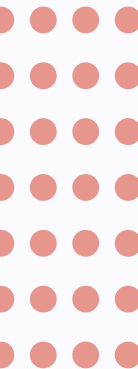
Web designers that are working on websites that would cater to retina devices need to create two sets of images to achieve the right image that will look very sharp and crisp on a retina screen.

The first step would be to create an image sample at double the standard resolution and then save the standard version at 50% of the size. The bigger image would then have to be scaled down to the original resolution.

**Fixed Headers** – With fixed headers, site visitors can scroll down a particular page while still seeing the main header, which provides navigational support that can send them back to the homepage or move on to another section of the site.

By using the CSS fixed position attribute, web designers can staple the header bar onto any website. Although this is not exactly a new trend, it is only now that it is becoming more and more evident among several websites.

What makes fixed headers so popular and appealing to web designers and clients is because they can be applied to virtually any website, from social media network sites to blogs, as well as company websites. There is no limit to the kind of design and it can be easily paired with the overall layout of the site.



Fixed headers are becoming one of the most important parts of a website. It also provides excellent aesthetic appeal, not to mention gives site visitors a more positive user experience.

Without a fixed header, site visitors who have scrolled down to the bottom of the page would need to scroll back up or use a keyboard shortcut to access the main header. Now they can go back to the homepage without having to go very far to navigate other parts of the website.

Photo enthusiasts, as well as photographers, would love and benefit from this web design trend. There are many discussions regarding this trend and how it is very much a great way to capture the attention of site visitors, as big, high-resolution background images are much nicer to look at than regular colors or gradients.

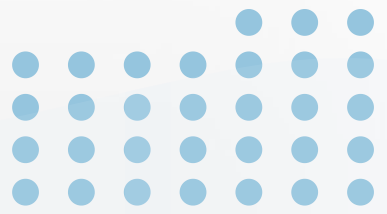
Web designers can choose from a myriad of photos and choose one that best represents their client’s company and the industry that they belong to. When properly blended into a specific layout, this design strategy can give websites the upper hand in internet marketing.

## Minimalist Landing Pages

A minimalist landing page usually has simple text and background that any site visitor would be able to easily comprehend. The main purpose of a landing page is to obtain new leads for a client’s product or service.

Many designers tend to use landing pages that have more than the necessary design needed to attract potential buyers. However, the most recent trend in designing landing pages is more focused now on a minimalistic style. The goal is now to keep everything simple and straightforward so that visitors can focus on the core product.





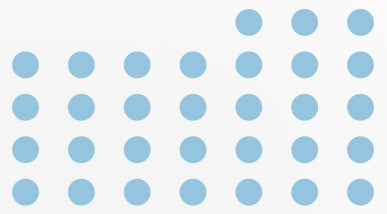
## CHAPTER 5

# Should I get a web design agency?

Should you spend more than \$10,000 on a leading web design agency in Phoenix?

Owning a website entails more than a web domain and filling it with content. It has been said that content is king, but web design is the crown, scepter, and jewel-encrusted throne. This means that no matter how compelling your copy and content is, your website needs a good design to be more marketable.





# Importance of Good Web Design

Web design goes beyond aesthetics — it should display four major components that any reputable website should have. These are navigation, brand consistency, reading patterns and SEO, and most importantly, building trust.

Navigation is the most critical component of a website, especially for those with many pages. Good web design makes it easy for users to navigate through the site, striking a balance between elements that are pleasing to the eyes and buttons that are functional.

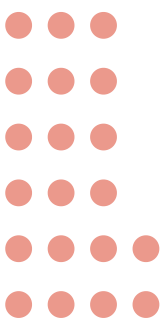
Customers must recognize your brand in all forms of communication. This is what brand consistency is about, and is something that must be present in a well-designed website. Everything that appears in print materials — that is, brand messaging and imagery — must be carried over into the website design. This needs custom design work, so templates are not advisable.

Websites with good design take into consideration how visitors read content; like a book, from top to bottom and left to right. This means that relevant information must be on the upper left column and the first thing visitors see.

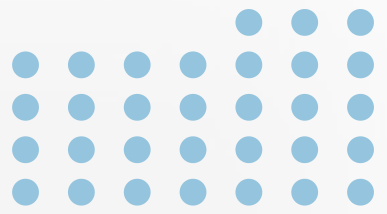
This practice also helps with SEO efforts, because search engines can crawl your website more efficiently, thus increasing your placement in search results pages. This translates to increased visibility and traffic to your site.

Finally, building trust among customers is very important, so it makes sense that your design incorporates elements that resonate well with your target market. This means making your website look welcoming and professional, and easy to use.

A website with a professional, uncluttered design makes it easier for visitors to read and understand the message you are trying to send.







# Why You Should Invest in a Reputable Web Design Agency

You should never cut corners in building your website, especially when it comes to design. Hiring professionals to design your website is pricier than relying on templates available online or doing it yourself, but the benefits far outweigh the cost.

Web design is an investment – one that might cost 10k upwards. That's a lot of money, but here are some of the reasons why you should hire a professional web design agency such as PrimeView:

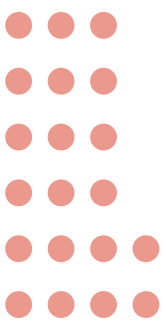
## 1. We have the skills and experience needed to deliver results.

Professional web designers are experts in designing sites that will attract visitors and are adept at SEO techniques, as well as in all the software necessary to come up with good web design.

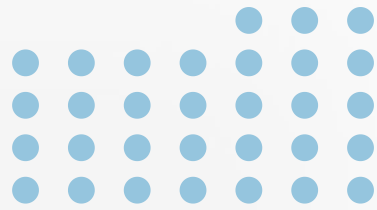
They are also trained to be both creative and technically proficient, so they can execute your vision seamlessly into the site. These professionals are aware that your time is valuable, and since they are experts at what they do, they will be able to turn in deliverables promptly. After all, they no longer need to learn or struggle with what they're supposed to do.

Furthermore, they put a valuable human touch to your website in that they understand how websites are supposed to work and how people navigate through websites, so they understand the merits of, say, having your contact details on the upper right side of your site at all times, and why large chunks of text must be broken apart with images.

At PrimeView, we know how to design a website that is easy to navigate through and people will want to keep coming back to.



# Why You Should Invest in a Reputable Web Design Agency



## 2. We can maintain your site.

One of the main advantages of getting your site designed by a professional web design agency is that they can help you develop your website as your business and your customers' needs grow.

At PrimeView, we have professional web designers that can help update your site's design, navigation, and functionality as needed. This will resonate well with your audience because this means that you are in tune with their needs.

## 3. We make your site responsive.

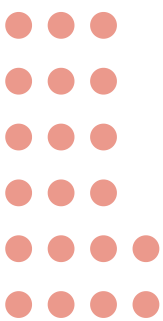
Some of your users might be using an older browser version, or a device that does not support some aspects of your site (such as Java or Flash), and professional web designers will ensure that all elements will be perfect regardless of the browser version or device your site is being viewed from.

The talented web designers at PrimeView will also ensure that your website loads properly and accurately, with all elements intact, regardless of the browser size, which means that we will make your site design mobile-responsive.

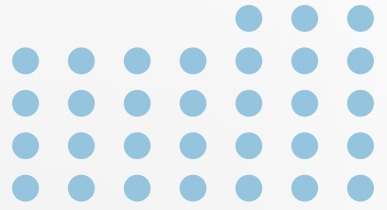
## 4. We execute designs to your exact specifications.

Templates are cheap but often limiting. When you pay for a template, you have a ready-made design. All you have to do is input your information, and you're done. It's easy and convenient but has little regard for SEO, ease of navigation, and your brand identity — things that matter on a well-designed website.

At PrimeView, we will work closely with you in executing the exact design that you have in mind. We will adjust the background color, font size, font type, buttons, and all other elements on the site until everything is exactly as you prefer it, and if there's something that needs to be tweaked, we will be able to do so.



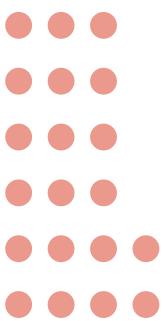
# Why You Should Invest in a Reputable Web Design Agency



## 5. We take care of even the smallest details.

Professional web designers are sticklers for details. We won't stop until the site borders are even throughout until all the colors are just right until all the fonts are of the right size, and until all the links and flash elements are working correctly.

We will make sure that your site has the perfect canary yellow background you asked for, and that the text is evenly distributed so that visitor's eyes won't glaze over when they read your content. This is yet another advantage of having professional designers work on your site as opposed to purchasing a template.





# Invest in a Good Web Design Agency Today

Hiring a professional web design agency can get expensive, but the investment will be worth every penny. PrimeView is Arizona's leading web design firm with over 23 years of experience in the business. Contact us at 480-800-4688 if you need professional web design services in Phoenix.

[www.primeview.com](http://www.primeview.com)

