7 Essential Tips For Great Website Design

Having an outstanding website requires a good web design. The success of the site lies in the functionality and how engaging it is to the customer. Since the site represents the business, it's important to carefully plan and think through the usability process. Nicely designed website that are well structured will perform favorably with the search engine.

The following is the list of design techniques that will make your website perform effectively, look beautifully, and with ease of use for visitors:
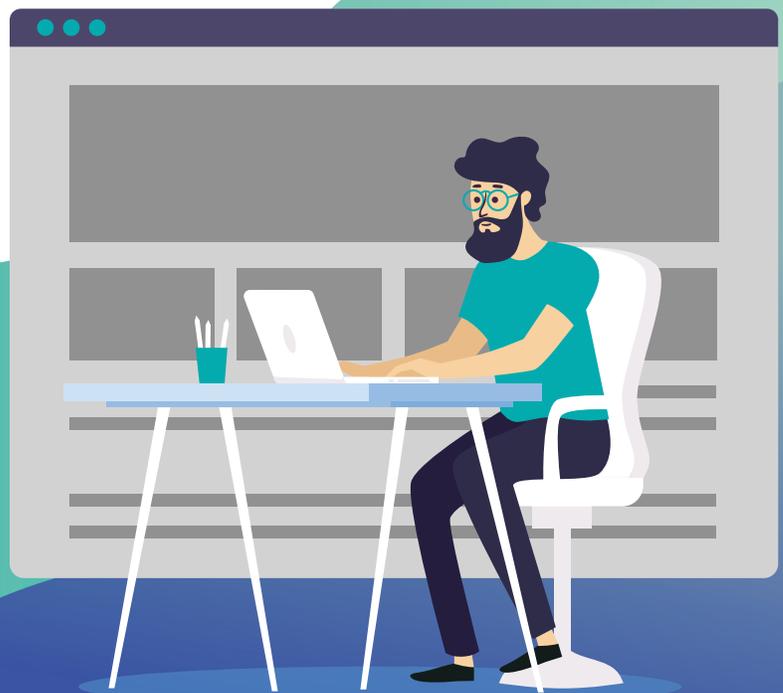
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01. Keep It Simple

Website that is clean, precise and not too busy loads faster and is easy to navigate. Adding too many elements on the site may drive the customer away and loosing focus. To keep the site appealing, clean and modern design enables customer to navigate and transition to another page seamlessly.

02. Being Consistent

Stick with the same theme and similar design elements. Keep the color scheme, layout design, fonts, sizes, headings, and subheadings on every page to be the same.
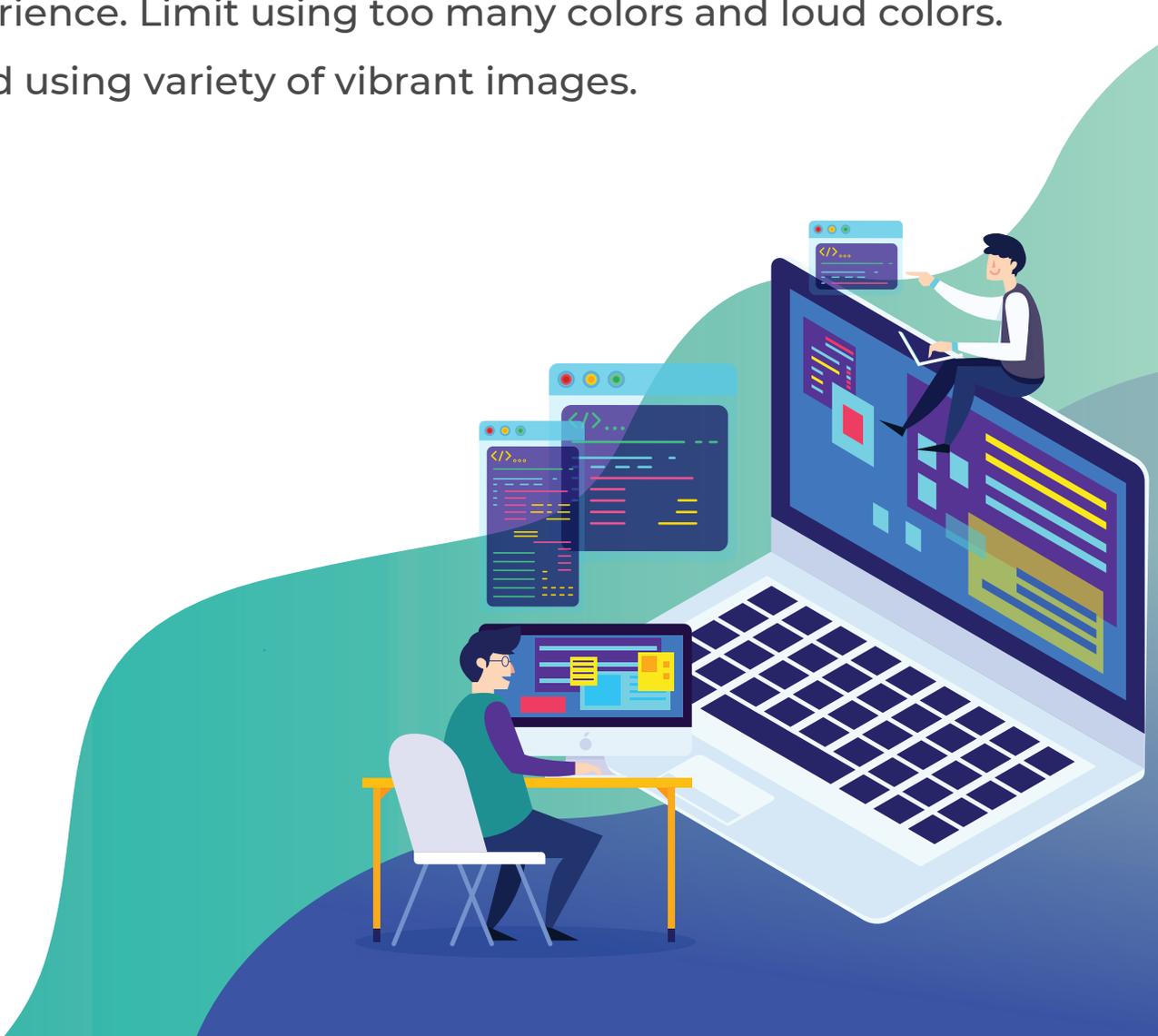
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03. **Mobile Responsive**

With the growing digital age and the usage of tablets and smartphones, website has to be responsive for each device. You will loose out to your competitors if your website is not mobile responsive.

04. **Color Palette**

Choosing the perfect color palette for your website creates a pleasant space, and in return leaves a good impression on visitors. Balancing the color palette enhances the user experience. Limit using too many colors and loud colors. Avoid using variety of vibrant images.
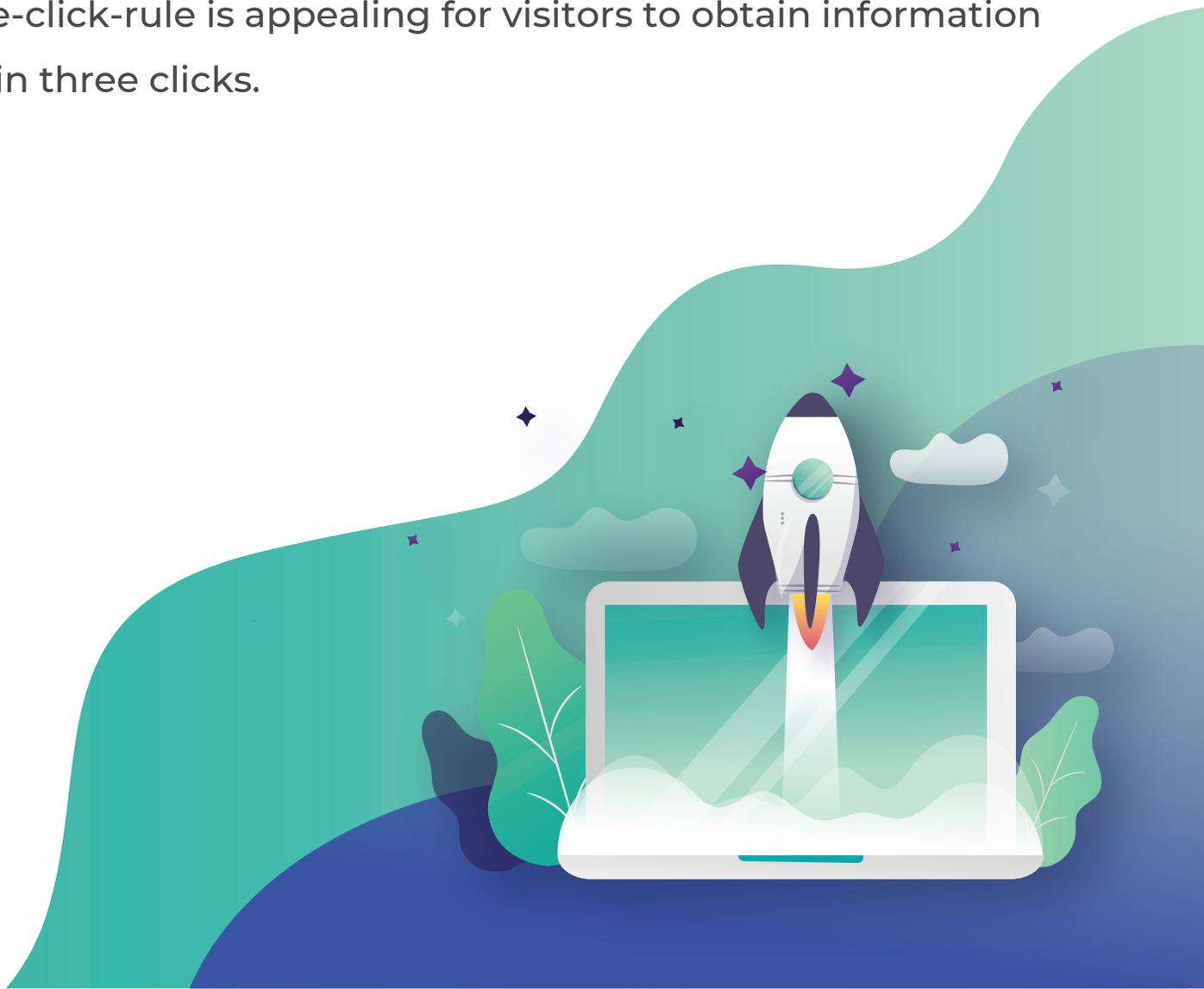
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05. Loading Speed

Speed is an integral part of a good website design. Optimizing images and combing code into a central CSS or Javascript file to reduce HTTP requests. Be sure to compress HTML, Javascript and CSS to increase page loading speed.

06. Ease Of Navigation

Visitors will spend more time on the site if navigation is easy to follow. Be sure to create a logical page hierarchy utilizing bread crumbs and designing clickable buttons. Following the three-click-rule is appealing for visitors to obtain information within three clicks.

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07. **Good Flow Of Communication**

The site should communicate effectively to the visitors. Organize information efficiently by presenting good headlines and subheadlines, using bullet points and be more direct.

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