Principles of website design for an appealing website

There are a number of web page design principles that are absolutely crucial if you plan on achieving a website that works.

**Content and Ease of Use!!!!**  
Content is king. It is the information available on your website that attracts the visitors. They want answers to their questions, solve their problems and they don’t want to spend a lot of time on a website to achieve their goals. Website visitors should be able to find what they need as quickly as possible. If the website is lacking proper ease of use it will make it difficult for people to find what they are looking and they will soon enough leave.

According to Forrester Research, what users are seeking in a website are High Quality Content, Easy to use, quick to download, Frequent site update.

**Usability Guidelines:**

- **Focus on content before graphics**  
  Use of graphics is attractive, but the visitors are on your website for the information available on the website. The graphic must convey information.

- **Decide on 1 writing style & stick to it.** Font, spacing, paragraphs, headings, etc.  
  Make the site easy to navigate with consistent navigation-

- Easy to read text (dark text color and light background or vice versa) with right size font size.

- Disability friendly
• **Page Layout and Consistency**

If the design of your web pages is consistent throughout the website, you will meet visitors’ expectations. Visitors are relying on their intuition when browsing. This is why employing a conventional page layout, consistent throughout your site, will be the best choice to make.

- Logo on the top left side in the Header, with tagline linked to home page
- Main Navigation on Top Horizontal is preferred; Secondary navigation at bottom in footer with links to privacy, sitemap, about etc.,
- Be consistent throughout your website to meet visitors’ expectations.

• **Graphic Design**

- Do not exaggerate with images and keep the files small for short loading time. Less is more.
- **Fonts** - Use common fonts consistently through the site and choose 1 main font (style and size) for the content and another for headings.

- **Colors** - Think of the contrasts when using colors. It should not be annoying for the eyes. Colors should fit site’s mood, tone and intention. Learn the art of color psychology!

- **White space** - Avoid information overload (noise) and increases readability

- **Aesthetics** - The overall appearance of the site should look balanced and pleasing. Colors and fonts need to be harmonized with the theme of the site and not be centers of attention themselves. Page backgrounds need to act as the frame for the text and graphics without overpowering the pages.

**Speed**

Visitors are impatient and the longer your website takes to load the more visitors you will lose. It should not take more than 1-2 seconds to load. Too much graphics and poorly optimized images will slow down the loading time. Content should be easy to scan so the visitor can find the information a.s.a.p. and keep your content short. Put slower loading elements e.g. video on separate page. Long text should be converted to pdf and linked to.

**Clear and Consistent Navigation**

- Clear and consistent navigation is strongly supported by placing important navigation elements in 'standard navigational' areas on the web page design.

- Use simple text in your Navigation to make the Navigation clear and intuitive. Do not use the URL as the link name.

- If the visitors get stock, they should be able to know where they are and how to get back to the Home Page. Provide a link from your support pages to Home. To guide them,

**Interactivity**

Do you want your visitor to spend more time on your website, visit your website again and build brand affinity? Then this is what you can do:

- Provide a way to contact the contact person in company
- Offer visitors to subscribe for your newsletters or blog
- Put feeds to follow you on twitter or any other social media community
- Provide downloads
- Video demonstrations