Web Design Simplicity And Focus

Web design can be a bit like being handed a box of watch parts with the instruction manual that reads, “Put contents together completely.”

You turn the instructions over looking for more information, but come back to the singular line, “Put contents together completely.”

No matter how long you try to put the watch together you will find it virtually impossible without step-by-step instructions.

Unlike a manual for a watch, web design can be constructed in a variety of ways using the same components. For instance the layout can be constructed in a variety of ways, the color scheme can be original to your own personality and tastes and you determine how large or small the site needs to be.

Web Design is often pursued like a person seeking to build a home out of spare lumber. You keep hammering and patching using whatever you come across in the hopes the site is better for your diligence.

Web building software can allow you to experiment, but articles such as this one can help point you to better tools and quality construction products.

Knowledge-Rich Content

The use of value added content for your site is impressive to both consumer as well as search engines. The consumer values your interest in passing along information that may prove useful in understanding your products and services and how best to use what you offer. Search engines value the use of keyword specific content in determine the rankings of your site.

Ease of Navigation

Seek to make sure site visitors can get from one place on your website to another in the fewest clicks possible. Make clean avenues of navigation a high priority for web design.

Knowing When Not to Overdo it

Many websites attempt to develop their website into something bigger and better than anything you may have seen before. They may include flash and flash animation along with other extravagant design elements. In the end the site can seem to swirl with sights, sounds and colors that can leave some feeling a little green. Over development of a site is really not essential to the ultimate success of the site. Keeping things clean and attractive my do more good than developing a stage and insisting that 12 acts perform at the same time.

Decide What’s Important

In your web design you may want to place a variety of items that you find personally fulfilling, but it is important to determine if those items are a clean fit to the overall focus of the site. If they don’t fit you might be interested in developing a secondary personal site that can be linked from your primary site so visitors can get to know more about you and the things you value as personal interest dictates.

Get Out the Red Pen

Be willing to edit heavily. Strip your site of all the non-essentials. This could be content, photos, excessively long product descriptions or other content. Ask yourself if the site visitor can scan your content easily. Include headings, subheadings and bullet points when possible to assist them in this goal.

Find every reason possible to allow your customer to remain keyed in to your site. Web design begins and ends with an eye toward simplicity and focus.