Is it really that arduous to create compelling website design?

By David Meyer   22 Oct 2015

According to a research, the number of internet users has increased tenfold to a count of 3.1 billion users worldwide. And the reason for such a major statistic growth is technological advancement. Almost 40% of the population is highly influenced by the internet and its usability, and hence this led to the demand of web designing.

It is a well known fact that communication is a key to development and this fact applies to all. In today's cut-throat business environment, you need an outstanding presence over web to mark your exclusivity which can be accomplished easily with the help of a website. A good website actually plays a major role in sustaining the ongoing business competition among large or small scale companies.

Gone are the days, when businesses were established on "word-of-mouth" legacy but sorry to say, this trick does not work now. Nowadays, you need an advanced tool i.e a website that goes hand-in-hand with technology and ethics of business.

As a novice businessmen, what you can expect from a website to do for your business is -- form a line of communication between you and your customers, establish a brand image of your business, sell products & services on a worldwide platform, increase sales and returns, 24*7 trading, and much more.

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Considering these benefits, now that if you have made up your mind that to have a website is significantly important as well as in the best interest of your business, you should consider these guidelines before heading for your web design and development process.

Major guidelines to be considered while designing a perfect website

Every 3 out of 10 websites fail to impress the audience in their first attempt. And after exploring in depth, I found that these "failed to impress" websites had few common problems that led to their downfall. Here are the few guidelines that will help you to have a good website which is resistant to these problems.

1. Research and plan

Before initiating the process of building your commercial website, always do a market research of your business, target audience, emerging trends, predications, competitors, and leads. You should always be ready to answer all why's and how's of your audience. After completing the research work, plan out the strategy to move further for developing a website. As a responsible businessmen, you should be well aware of your strengths and flaws before planning any strategy. This will help you to design a website according to the business needs and demands.

Remember: A well-planned designing strategy is the only key to the development of a perfect website.

2. Choose the right platform

Few years back, a wide range of codes and functions were used to build a site, and working with HTML codes is not everyone's cup of tea. Hence, you need a platform that is interactive, intuitive and multi-functional. WordPress, Drupal, Magento, etc. are few common platforms that are simple to use and are feature-rich.

The major benefit of choosing the best platform for your website is, it enhances the functionality of the website at cost-effective plans.

3. Domain name and web hosting

Choose the best domain name and hosting as it is the most crucial part of your website. A domain name is the web address of your site and hosting connects your site to the internet. Having your own domain and hosting makes your website more professional and functional. So instead of depending on other web hosts, get your own hosting.

4. Use wireframes to assist visitors

After choosing a right platform and web host, do not forget to create a site map of your website. An illustrative wireframe helps the visitors navigate easily on your website to find what they were looking for. Apart from providing navigation help, wireframes enhance the user experience on a website. These easy-to-access wireframes are efficiently designed to link the paths of each vertical on the website.

It triggers the landing count of users on the website that helps to turn the visitors into prospective buyers.

5. Customise

Last but not the least, you should always keep your audience in mind, while designing a website. There are few attributes that should be taken care of while finalising the structure and design of your website i.e typography, colour scheme, appropriate content, etc. Make sure you use an appealing colour scheme for your website complimented with fonts and typefaces. Along with appearance, the content of the website too plays a crucial role in determining its popularity.

Conclusion

Apart from these guidelines, always keep a scope of improvement in your website. The developmental process in web industry is a never-ending phenomenon, hence, always maintain your website future-ready with the help of web development tools and techniques.

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David Meyer is a professional web developer at CSSChopper, sharing a keen interest in writing technical blogs on web development related topics. His write-ups are highly knowledgeable and visionary.
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