Web-Site Design
Best Practices

Nicholas M. Pasculli
president
Good web design, with its unique look, feel and functionality, is what brings a website to life. It’s what makes visitors want to click around and even bookmark the site for return visits.
Page Layout Basics

• Be consistent, logo, header, navigation colors, fonts, alignments
• Informative page titles
• Footer contact info
• Keep compelling information above the fold
• 10-second rule
• Smartphone and tablet display
Browser Compatibility

• Test on all popular browsers
• Browsers to pay attention to:
  – Internet Explorer
  – Firefox
  – Google Chrome
  – Opera
  – Safari (Mac & Windows)
  – Tablets and smart phones
Navigation

• Navigation links clear & consistent
• Navigation is easy to use for target audience
• Have clear text links in footer
• Avoid use of Flash
• Make sure there are not broken links
Color and Graphics

- Limit color scheme to 3-4 colors + neutrals
- Be consistent in color use
- Text color needs sufficient contrast
- Make sure graphics are optimized
- Graphics have a clear purpose
- Caution when using animated images
Multimedia

- Media should have a clear purpose
- Provide captions for audio and video
- Indicate download times
- Provide links to downloads for media plug-ins
Content

• Use common fonts throughout and be consistent in size and color
• Use headings, bullet points and brief paragraphs
• Meaningful and useful (timeless)
• Organized and flow
• Make information easy to find
• Error free
• Text hyperlinks use a color
• Graphics should convey meaning
• Test your writing style using readability formulas that gauge how easy it is to get through content. [http://read-able.com/]
It’s a MOBILE world

63%
It’s a MOBILE world

• Give mobile users a quality browsing experience
• Program using responsive design
• Cross platform testing
It’s a MOBILE world

- Create a responsive design site
- Fluid content and image grids with breakpoints
- Use HTML5 guidelines and doctype
MOBILE SEARCH DRIVES VALUABLE OUTCOMES FOR BUSINESSES

73%
OF MOBILE SEARCHES TRIGGER ADDITIONAL ACTION & CONVERSIONS

- 36% Continued Research
- 25% Visited a Retailer’s Website
- 18% Shared Information
- 17% Visited a Store
- 17% Made a Purchase
- 7% Called a Business

28% of mobile searches result in conversions (store visit, call, purchase)

Source: Google/Nielsen Life360 Mobile Search Moments Q4 2012. Base: Outcome survey completes n=1,558. Q: Which of the following did you do on your smartphone? Q: Which of the following have you done on laptop/desktop/tablet? Q: What other actions did you take in person? (select all that apply)
Site Design

• Directory editors look for sites with good design
• Visitors will stay longer and your site will score higher
• Your design should cater to the needs of your visitors
Rules of Thumb for Web Design

• The web is not on paper
• You are a guest in your reader’s environment
• Your reader is smarter than you think
• Don’t try to be cool
• Leave the reader in control
• Provide redundant navigation
Site Design Etiquette

• Each of the following is rude when it comes to web design
  – Telling the reader to get a new browser
  – Expecting the reader to resize their page to fit your design
  – Playing background sounds that the user can’t control
  – Setting type size or font in ways the reader cannot override
Design Do’s

• Provide simple navigation
• Include social media badges
• Offer multiple forms of content
• Have a blog
• Make your site responsive
• Use content management systems (ie: WordPress)
Design Don’ts

• Use Flash
• Build complex navigation
• Build more pages than needed
• Overly self-promote, use the 80/20 rule (educate/promote)

http://www.loungelizard.com/web-design-blogs/design/top-10-worst-website-designs/
A few good resources


- [https://developers.google.com/webmasters/smartphone-sites/](https://developers.google.com/webmasters/smartphone-sites/)

- [www.thebestdesigns.com](http://www.thebestdesigns.com)
Examples

http://salinasairshow.com/
http://turkhanfoods.com/
http://www.agleaders.org/
http://www.carmelvalleyvet.com/
http://pearlcropttrading.com/
http://brentredmond.com/
http://lindennut.com/
http://skyhausstudios.com/
Thank you for your attention

Time for your questions

To see samples of TMD’s work

Please visit our website

www.tmdcreative.com