

A SIMPLE GUIDE TO



(BY GOOD, I mean a return on your investment)

HELLO AND WELCOME,

My name is Katherine Kelleher and I have written this e-book to help you develop an effective website that delivers your objectives and provides a return on your investment, whoever or however you choose to get your website designed.

There are many elements to good web design - just because a site looks great doesn't mean it is a good website.

Many people don't know if their site is good or not, or they believe if it looks good it must be good. So how can you tell if it is working for you?

- ✔ Monitor your analytics
- ✔ Trial different approaches and make ongoing changes and monitor success
- ✔ Do some user testing, try services such as 'Peek Testing'

There is no set answer as every website and its users are different. But by looking at how people are interacting with the site, which pages they are visiting and where you have a high bounce rate, you will know what needs work.

This e-book gives you a good starting point and uses elements which have been proven to get better results within web design as a whole.

I come from a business and marketing background and can't stress enough how important it is to really think about the reasons for having a website. It should never be just a tick-box exercise; the only purpose should be to meet your business objectives, it should be planned and implemented in the same way any product or service would be - with consideration of your target market and a well thought through strategy.

Failure to do that will be a waste of your time and money.

Congratulations on taking this step and good luck with your new website.

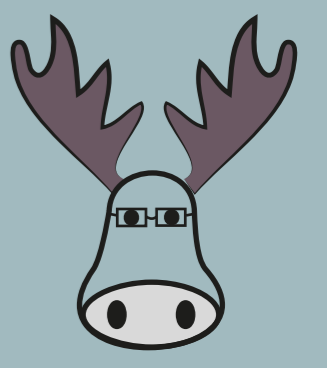
Kat



SO WHAT DOES MAKE A GOOD WEBSITE DESIGN?

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WHAT MAKES A GOOD WEBSITE DESIGN?

When designing your site with a designer or laying out your chosen pages, think about your target user and a typical task they might do. Put yourself in their position, follow it through step by step to make sure it is as user-friendly as possible.

Sometimes you might make a decision based on the fact “it looks better” but if it doesn’t serve the purpose it was intended, it is doing more harm than good. Also there are certain unwritten rules to follow:

- ✓ Don’t underline text - in the world of websites that is universal for a link
- ✓ Each page should be self-explanatory; get rid of any uncertainty
- ✓ Something else to be aware of is F Design. Eye tracking studies have found that people scan a website in an ‘F’ pattern so the right side of the screen is seen less often. Don’t try and force an alternative on users, stick to the proven, natural behaviour of people viewing websites.

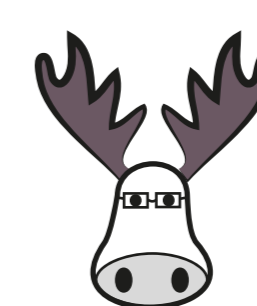
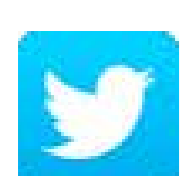
Other areas to consider to enhance usability are:

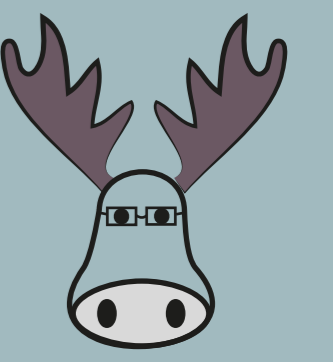
- ✓ Investing in good hosting
- ✓ Site speed
- ✓ Make sure there are no broken links
- ✓ Responsiveness

Good hosting will minimise any issues and downtime you have with your website, it will help ensure your site runs quickly; a slow site is bad for many reasons, your visitors won’t wait for a page to load and Google will not rank you highly if your site is not performing well.

Broken links can also put people off, sometimes it is easy to miss if you have changed or removed pages but adding a personalised 404 page will help.

Finally having a responsive site is important to usability, if a visitor comes to your site from their mobile and it doesn’t function properly, you will lose them.



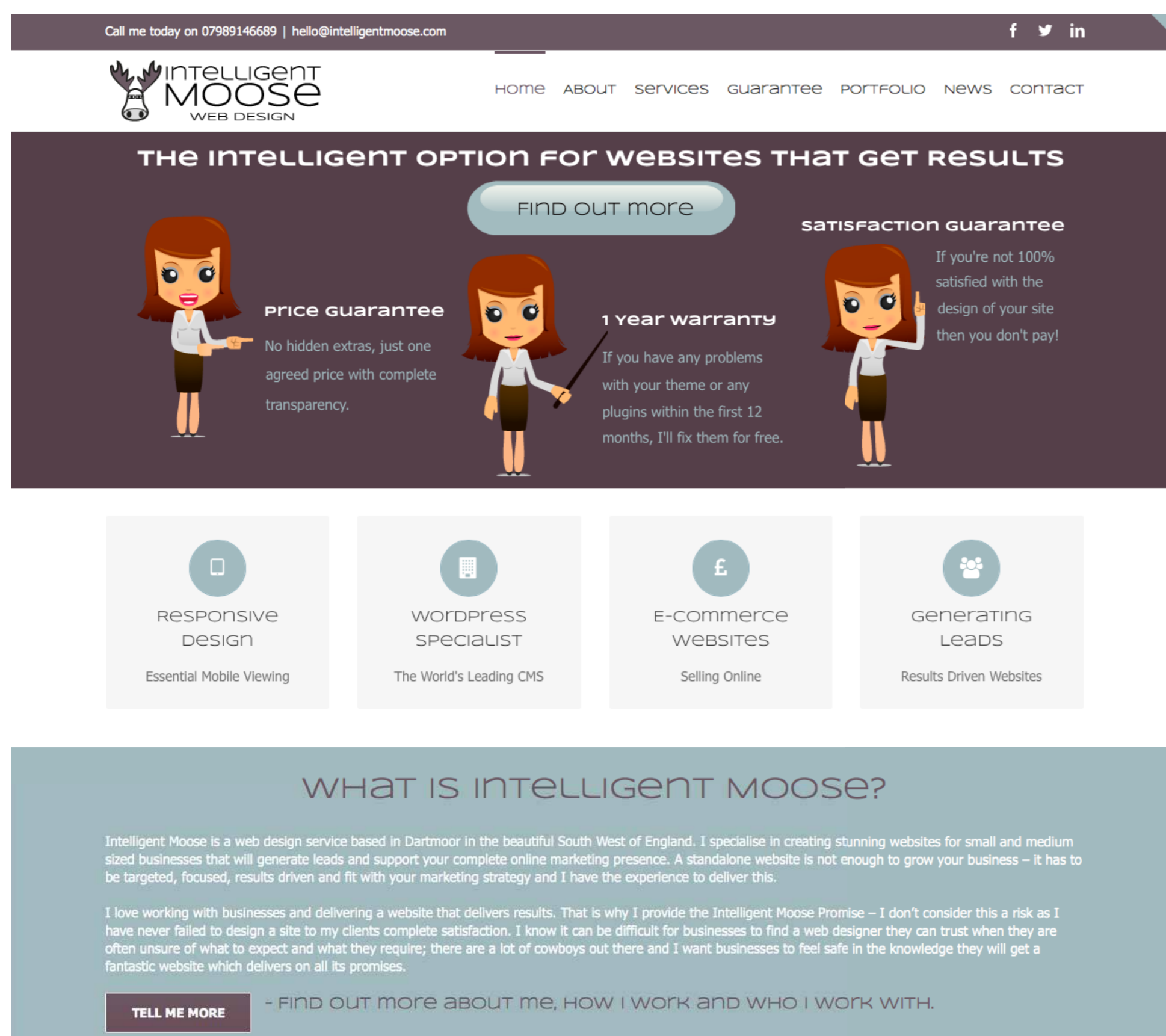


WHAT MAKES A GOOD WEBSITE DESIGN?

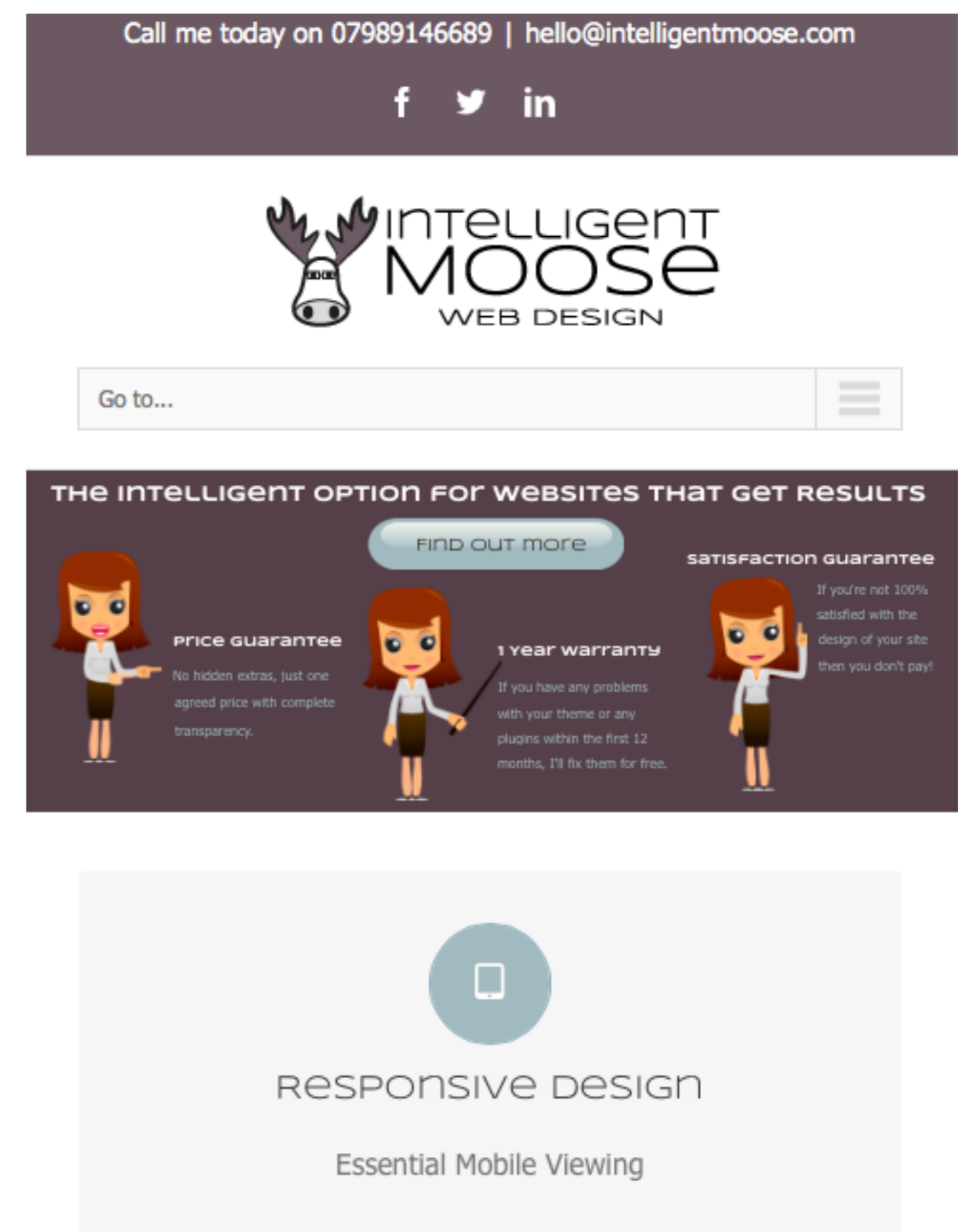
RESPONSIVENESS

Responsive design means a website that can be viewed on a variety of screen sizes, so for example your site should look good and function equally well on a mobile phone, tablet such as an iPad, as well as a laptop and a computer. Traditionally a website would shrink down to a miniature version of itself when viewed on a small device like a phone, this often made it difficult to read and navigate through a site.

Responsive design alters the layout of your website to make it more user-friendly to your visitors. The navigation is often switched to a little drop down box and elements are put one on top of the other instead of side by side. This can be seen on the Intelligent Moose website:



as seen on a computer



as seen on a mobile phone

More and more people are accessing the internet on their mobile phones and tablets so you can't afford to overlook the importance of responsive design. Ofcom research from 2014 showed that tablets are now the preferred device for accessing the internet, overtaking both computers and laptops.



@Intelligent_Moo



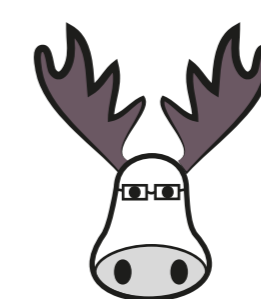
plus.google.com/+Intelligentmoose



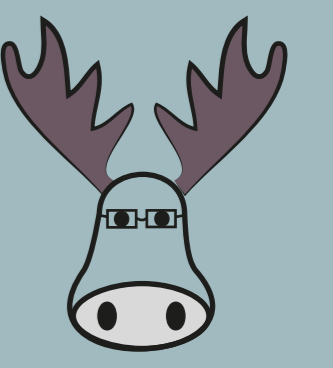
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www.intelligentmoose.com



INTELLIGENT MOOSE WEB DESIGN



WHAT MAKES A GOOD WEBSITE DESIGN?

PURPOSE

A successful website caters to the need of the user. You have to understand that need before commencing your site.

Are they looking for information, entertainment, interaction with your business?

Each page on your website must fulfil that need. Look at the pages on your site or the content for your proposed website and ask yourself if it really has a purpose - if it doesn't then get rid, information for the sake of information is never a good idea.

CLARITY

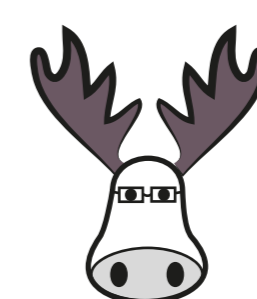
What exactly do I mean by clarity?

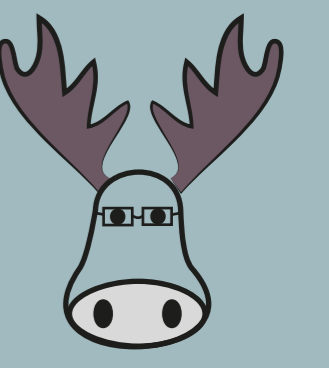
- ✓ Simplicity
- ✓ Familiarity
- ✓ Consistency
- ✓ Guidance

People are now so familiar with websites that it can be tempting to try and create something completely different that people haven't seen before. This is rarely a good idea, however. The very fact that people are now used to surfing the web and using websites means they know what to do and how to navigate a site to find what they are looking for. By trying to do something different you will confuse your users.

It's important as well to keep consistency across your site so users feel comfortable as they navigate around your site. Keep your page layouts similar and make sure fonts, headers, icons and colours are the same.

If you do take an alternative approach to the design then make sure you provide some guidance for your users. It should always be clear to visitors of your site where they will find what they are looking for.





WHAT MAKES A GOOD WEBSITE DESIGN?

Having credibility is really important if you want people to buy your products or services, you would take this for granted in the world of business but it is equally important on the web.

You can ensure your site demonstrates credibility in several ways:

- ✓ Have an About page
- ✓ Show your address
- ✓ Correct spelling and grammar
- ✓ Don't be modest

When having a website designed people often say they don't feel they need an About page and yet it remains one of the most visited pages on websites.

People want to know who you are, who they are considering buying from and starting a relationship with. Don't just go through the motions, really think about who you are and how you want to be portrayed.

Showing your address and contact details helps users see you as a real entity, simply having a contact form with no information can make you seem unapproachable.

Good spelling and grammar is really important if you want to be seen as a professional business, the same goes for good copywriting. Poor copy suggests you simply couldn't be bothered which is not a good image for any business.

Finally, don't be modest, your website is there to promote you so if there is something you are good at, shout about it. People searching the internet are essentially looking to solve a problem, if you have the answer, make that clear.

CREDIBILITY

One of the main reasons for page bounces (where someone visits your site and immediately clicks back off it) is slow loading. Make sure your images are scaled and optimised for the web and you use good quality coding for your site, whether this is from a theme or custom coded.

Also look at cache settings for your site and make sure you have good quality hosting.

LOAD
TIME



@Intelligent_Moo



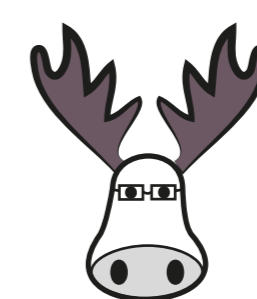
plus.google.com/+Intelligentmoose



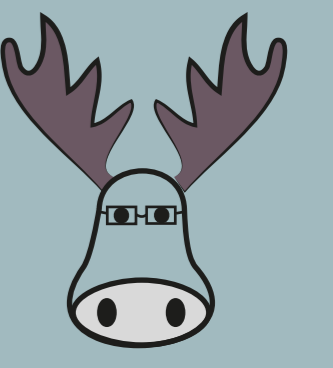
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INTELLIGENT
MOOSE
WEB DESIGN



WHAT MAKES A GOOD WEBSITE DESIGN?

SPACING

Don't feel the need or let your designer feel the need to fill every space. White space (just a term to cover empty space and doesn't have to be white, sometimes also called negative space) is very important for web design.

Typically lots of white space suggests elegance so a website which is portraying an elegant image would have a lot of white space (think jewellers etc.) It is important for all websites however, space makes the page easy on the eye and can help elements on the page to stand out.

Text spacing is also important, this is called leading (pronounced ledding) and makes your text easier to read. Some elements may require more leading than others, lists for example often have more leading.

Padding is the space around elements on your page, the more padding there is, the more space there is between elements. Some designs may not have any padding at all between elements on a page if other forms of separation such as colour are used.

Spacing is really important - don't ever be afraid to use it.

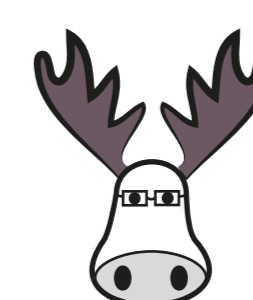
VISUAL HIERARCHY

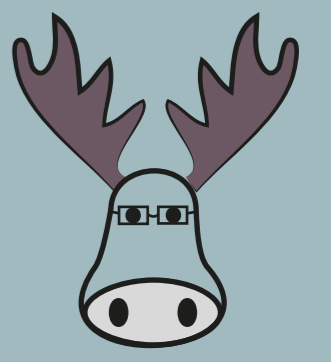
Ranking parts of your website by importance is crucial, if everything looks the same and nothing stands out how do you get across the actions you want your users to take?

You may want your users to make contact, view a particular product, sign up to something and leave their details; whatever it is, you need to make it the dominant force on the page.

Ways to visually rank content:

- ✓ Use colour
- ✓ Use size; small can be as effective as big
- ✓ Positioning
- ✓ Spacing
- ✓ Borders, buttons and highlights





WHAT MAKES A GOOD WEBSITE DESIGN?

NAVIGATION

Navigation is one of the most important aspects of web design. You can have a beautiful website but with poor navigation you will lose users.

Try to stick to the 3-click rule ; users should be able to find what they are looking for within 3 clicks of the mouse.

Make sure your navigation is clear, intuitive and looks like a navigation button. Colour on the rollover or selected button is a great way to show users where they are. Breadcrumbs are also very good for a number of reasons. If you have a large number of links with a lot of steps to a particular page then breadcrumbs are a great tool to allow users to navigate back to the page they want. Breadcrumbs are also good for search engine optimisation as are clear page titles. You may think it should be obvious where your users are on the site but that isn't always the case.

TYPOGRAPHY

You should carefully consider your font, it says a lot about you and your business. Don't be afraid to ask your designer to try a few options so you can see what you prefer as you'll be amazed how it transforms the site.

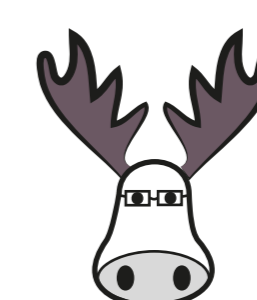
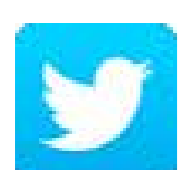
Keep the font in keeping with the style of your brand though.

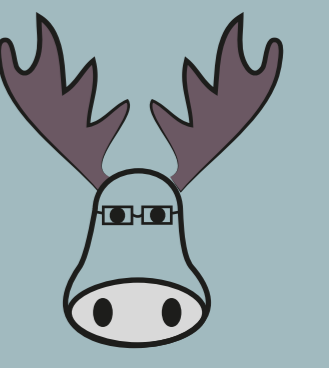
A website font should be simple and large enough to be clearly legible.

Sans Serif fonts are easier to read than Serif fonts (serif means the small lines attached to the end of the letters) and 16px is a good size for most fonts for your body text.

Never use more than 3 fonts on your website and keep all your text nicely spaced and left justified for the body to make it more user-friendly.

If you are having a new logo and branding created for your business then try to choose a font which is also appropriate to use on your website.





WHAT MAKES A GOOD WEBSITE DESIGN?

IMAGES

A picture speaks a thousand words, or so they say. Images can be great for a website as they help to break up content so if you can say something with an image instead of text then you have more chance of getting your message across. Images go to our long term memory whereas text is processed by our short term memory.

Make sure your images are relevant to your site, don't try and use any image for the sake of it and make sure your web designer uses appropriate file names when uploading images and adds Alt text to every image, this will get the image ranked on Google Images for relevant key word searches.

Your images should also be top quality, if you don't have good quality images then you can buy stock images or commission a photographer. Stock images are perfectly acceptable for some areas of your site but you should obviously ensure any portfolios or examples of your work use your own images.

Consider using infographics to portray information instead of lots of text; a good web designer should be able to create these for you or use the services of a graphic designer.

COLOUR

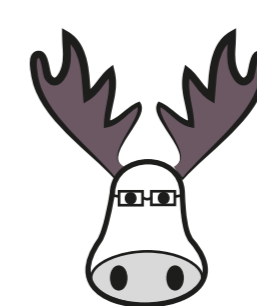
It's important to get a good colour palette for your site and your brand.

Complimentary colours bring balance and harmony to a site and using contrast between text and backgrounds makes your information easier to read.

Vibrant colours should be used more sparingly depending on the feel you are trying to create and your brand.

Always use a good amount of 'white space' throughout your site to help make your content clearer and more user friendly.

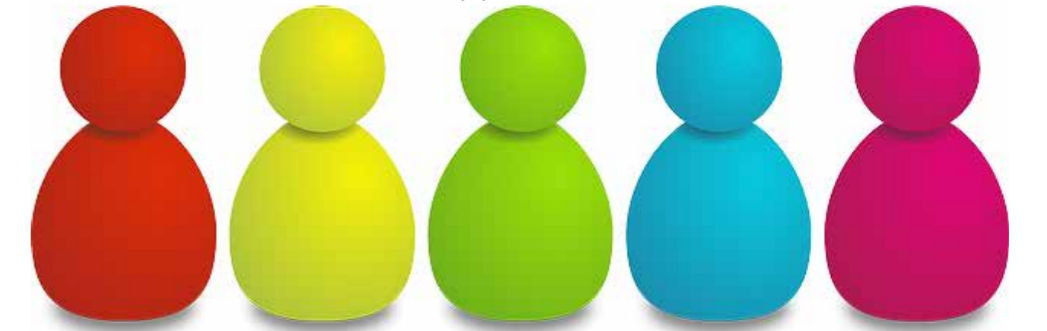
If you are starting out or rebranding, there are some great colour palette websites which can help you choose your colours. You should have a complimentary palette of around 3 - 4 colours.





You have to be mobile and tablet friendly

Purpose

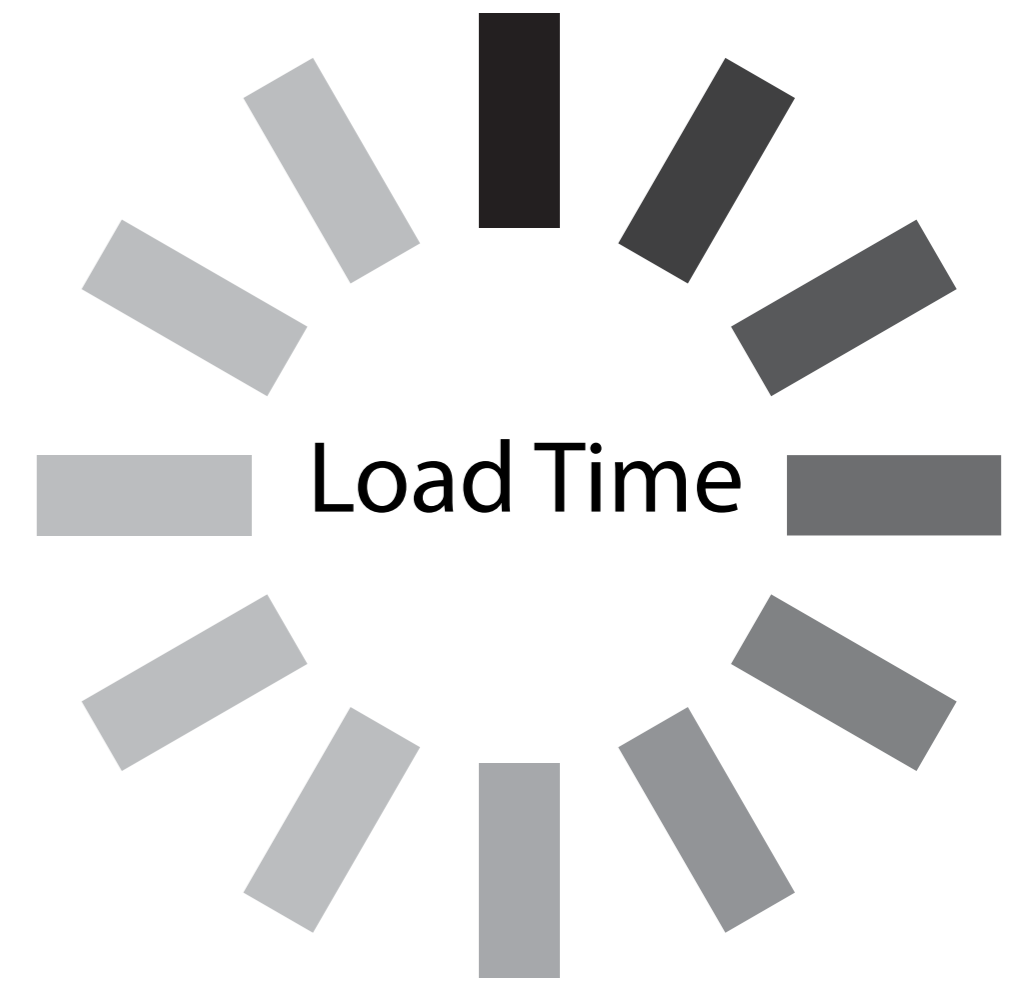


do you actually understand what your users want?



Usability

the single most important factor



slow sites are bad for business

SPACING

don't be scared to use it



Images

keep them professional and relevant

CLARITY

stick to what people know

Typography

what does your font say about you?

Visual Hierarchy

What do you want from your

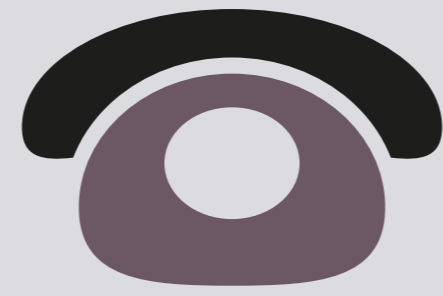
Navigation

Always try to + stick to the 3-click rule



Present yourself as you would in the real world

If you would like any further information on web design
or if I can help you with a project please get in touch:



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