"Web Talk,,

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Outstanding inputs to style an engaging website for your business

Everything about your website - including the content, the way it looks, and the way it works - is determined by the website design. Web design is a process of conceptualizing, planning, and building a collection of electronic files that determine the layout, colors, text styles, structure, graphics, images, and use of interactive features that deliver pages to your site visitors. Professional Web design helps to make your business appear credible online.

To start off here are some website design statIstics from the year 2019
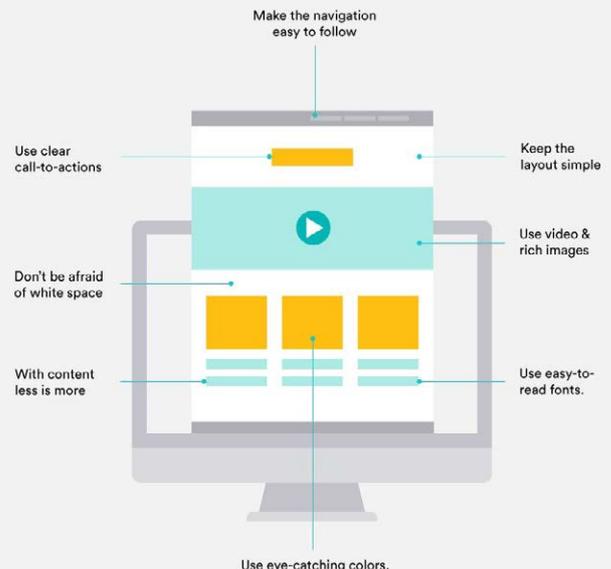
1. Two out of three people prefer to browse through a beautifully designed website.
   If you seek inspiration, one thing is for sure – you won't find it in a poorly designed website. The web is all about diversity, personalization, and finding every possible way to attract the users' attention.

2. 75% of people form their opinion of a website based on its aesthetics.
   Yup! It's that important.

3. 81% of customers search online before they make a purchase in a physical store.

How to Design an Engaging Website

Make the navigation easy to follow

Use clear call-to-actions

Keep the layout simple

Use video & rich images

Don't be afraid of white space

With content less is more

Use easy-to-read fonts.

Use eye-catching colors.

1   The Clarity In Goal & Objective

Having clarity in defining the objective for the website development will help in crafting superior framework. It is imperative to build a strong foundation for the same, as the subsequent structure will have a dependency on the same. You should have a well-defined hierarchy consisting of short, medium & long term goals on the formation draft. Also, consider absolute customization suitable for your overall strategic plan.

SMART GOALS

SMART

Specific   Measurable   Attainable   Relevant   Time Based

Sample Goal:
Engage Website Visitors
Increase customer engagement by 20% through the use of online video tutorials.

2   Suitable For Target Audience

This point is on the centre-stage of the entire formation process. Your content of all forms such as topics, posts, images and videos should be in sync with the audience's expectations. It should always speak to the readers in the most exciting yet professional way. Have utmost consistency across pages & keep the tone analogous.

3   Easy Navigation & Interface

The overall navigation experience on your website should be a seamless exercise for the user. Also, the interface has to be user-friendly & appealing for eyes. Try to include less complicated tabs for switching between pages & links. Under no circumstances, the audience should feel tired of browsing through your website. Hence, attempt to build smooth transition across pages, links & posts. Also, make sure every tab on the interface of the website is functional to make it look outright professional.

NAVIGATION

4   Genuine & Engaging Content

Apart from the navigation ease & visual delight, your audience will also look for authentic information on your website. You should try to gain expert authority by presenting validated data & details. Here, do not falter by making the content-rich in data/detail but poor in reader engagement. All the parameters to create readable & engaging content should play an active part in the formation of content for your website.

5   Loading Speed

The contemporary audience has less patience & time to wait for longer than a few seconds. They need all the details loaded in front of their eyes instantly. Therefore, ensuring less complicated & SEO friendly coding should happen in the background to avoid loading issue for the web page. Meanwhile, you also need to ensure adequate safety feature inclusion to fight against digital invasive hazards.