

All The Web Design Information You Need

Technology moves at a rapid pace and keeping up can be frustrating. The fact is that a company without a website is missing out on many customers that they won't be able to get any other way, so implementing technology in your favor is important. Read on to find some techniques and secrets which will help you get into the game.

Use JavaScript to include a custom font on your webpages. Libraries like Typekit and Google Web Fonts make it easy to include esoteric fonts on webpages, even if most visitors don't have those fonts on their computers. It works by embedding the font itself into JavaScript so that it can be decoded by the client on the fly.

To help keep your site visitors happy, do not underline words. Underline words on the internet signifies that the word is a clickable link. If you have too many words on your pages that are underlined with being clickable links, then your visitors will be frustrated after continuously trying to click on them.

Learning some basic HTML will help you add some interesting extras to your site. For example, you can have words that follow your cursor, or a banner that flashes important information. Make sure to change the colors and fonts occasionally, so you seem more involved with the web site and its design.

Every page of your website should have a way to return to the main page, or "home." This ensures that when users navigate deeper into your site, they always have a way to start over if they lose place of what got them to the page they are on currently.

Organize your links and avoid putting too many links in one area of your site. Doing this can confuse visitors and make them leave your site. If you do have many low- to mid-importance links, emulate the "blogrolls" seen in many blogs and tuck them away in a column on the right side of the page.

Optimize your website's load times. If a visitor has to wait long periods of time for items on your site to load, then they'll wish to exit your site. Reduce graphics, scripts and Flash consoles on your web page, optimize HTML and utilize SSI files.

Try including real customer testimonials. Very few want to be the first to try a product or service, so let customers know that others have tried your wares and that they were pleased with them. Try asking some clients that have done projects with you to create a short paragraph about their experience with your company, to put on your site.

Have clear navigation. When a visitor comes to your site, make sure they can go through your site. You must have clear navigation to do this. Have all important links in prominent places. Try linking many pages in your site. Allow information be found from every part of the site.

Be sure there are no broken links on your website. All links should be double checked before you upload them. Broken links are one reason for web visitors to leave a site. To maintain your site integrity, test it every time you make a change.

To help design a good site, you need to make it so it is simple to navigate. Navigation encompasses everything and is the backbone of your site. So construct a site that flows easily from one area to another, otherwise your site will be very confusing and people will not visit it.

Keep in mind that the Internet contains a plethora of website design examples. You can look at an infinite number of websites to obtain inspiration. Find an interesting site and borrow features that will work on your site. Remember that if you want your website to succeed, you will need to do more than just borrow an idea. Make those elements better so your site truly shines.

In the end, web design has become so simple that anyone can do it. From your 8 year old neighbor who has her own Pokemon site to my 90 year old Grandmother and the Quilting forum she set up, everyone seems to be active online. Get your company set up with its own presence and enjoy the profits it brings!