

## Web Design and Web Designers

While you are carrying out your website design you should put yourself in the position of a visitor to your site and look at it from their point of view. If you are able to do this you will give yourself a good idea of the weak and good points of your website, which will enable you to improve your site in a way that will generate more traffic to it.

Web design is a highly important aspect and has many functions such as giving your website more of a chance to appear in the top spots in the search engine results and as a means of drawing more visitors into your website; however getting people to click on your URL is just the first step, after this you have to get them to stay there long enough for them to use your business. Without good website design no one will stay on your site for longer than a few seconds. You need a website that is visually appealing and functional; you might have the most beautifully designed site ever but if you have poor navigation you are losing out on thousands of customers.

The navigation of your site is so important to its usability. Someone is much more likely to use a website that is easy to navigate but not that pleasing on the eye as oppose to a site that is graphically stunning but impossible to navigate. My point here is that web design comes down to a lot more than just being nice to look at. Your design covers the structure of your site. So when you are designing the navigation of your site remember that you need to ensure that links are consistent throughout your site and that your main navigation bar is present on all of your websites pages. This makes your website user friendly and will mean people are more likely to stick around long enough on your site to buy your products or services.

One thing that you should avoid when you are designing your website is clutter. This is essential when it comes to the layout of your web design. All of the text and pictures that you are using within your website should be placed carefully and any links that you have placed on a page of your website should be highlighted so that people know exactly where to click. If you have a global market, your web design should include buttons where translations for your web pages are available.

Going back to the idea of text and graphics on your site you need to ensure that the text that you have placed on your site is the right amount to get your message across; you need to sum up aspects of your business in a few words. Once you have done this you need to place your text on the site, which should be placed in a separate colour to the background of your site. The graphics on your website should be neatly placed and not overpowering. They should draw your eye into the text that is placed on your site.

Building a website can be a demanding job for beginners, which is why if you are going to create a website for your business that you should enlist the help of a web designer who will be able to design your website with experience, at a faster pace and in a way that will broaden your horizons with the best way of approaching web design. By enlisting the help of a professional you are giving your online business the best possible chance.

## About the Author

Helen is the web master of Discount Domains, who can provide you with specialist [Web Design](#) for all of your needs.

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