

Website Design Information

An effective website should have the following four characteristics:

It should be easy to find. Website content should be properly optimized for your readers first, but also for search engines. Although a big portion of search engine optimization (SEO) happens off the page, there are still many things you can do to make sure your site is search-engine friendly, and easy to find.

It should be easy to use. A website should have a clean and simple design with clear navigation that allows users to find your content quickly and easily. Navigation should be across the top or down the left-hand side, where your users expect it to be. Since a significant number of visits to your site will be from a mobile device, it's also important that your site be mobile responsive.

It should be easy to read. Clear and well-written content that informs, helps, entertains, or solves a problem for your clients. Proper font size, type, and colour can work together to make your site as readable and user friendly as possible. Choose clean, dark fonts on a light background for readability. Use short paragraphs, headings, subheadings, and plenty of white space.

It should be easy to share. Your website also needs to be part of what is now the social web. Gone are the days of websites being little more than digital bulletin boards. Whether through comments or blogs, the web experience is becoming more interactive, and your site should have the capability to support that. Your website should be integrated with your social media accounts to provide a strong online presence.