



# Web-Site Design Best Practices

Nicholas M. Pasculli  
president

# Good web design,

with its unique look, feel and functionality, is what brings a website to life. It's what makes visitors want to click around and even bookmark the site for return visits.

Compelling

Balanced

Organized

Easy

Functional

Readable



# Page Layout Basics

- Be consistent, logo, header, navigation colors, fonts, alignments
- Informative page titles
- Footer contact info
- Keep compelling information above the fold 1024x768
- 10-second rule
- Smartphone and tablet display



# Browser Compatibility

- Test on all popular browsers
- Browsers to pay attention to:
  - Internet Explorer
  - Firefox
  - Google Chrome
  - Opera
  - Safari (Mac & Windows)
  - Tablets and smart phones



# Navigation

- Navigation links clear & consistent
- Navigation is easy to use for target audience
- Have clear text links in footer
- Avoid use of Flash
- Make sure there are not broken links



# Color and Graphics

- Limit color scheme to 3-4 colors + neutrals
- Be consistent in color use
- Text color needs sufficient contrast
- Make sure graphics are optimized
- Graphics have a clear purpose
- Caution when using animated images



# Multimedia

- Media should have a clear purpose
- Provide captions for audio and video
- Indicate download times
- Provide links to downloads for media plug-ins



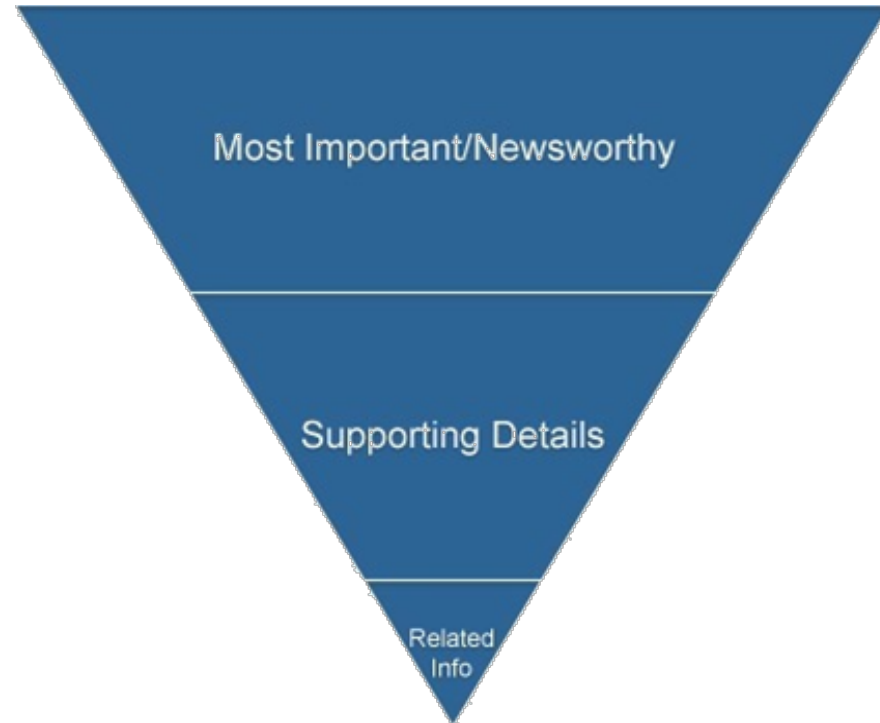
# Content

- Use common fonts throughout and be consistent in size and color
- Use headings, bullet points and brief paragraphs
- Meaningful and useful (timeless)
- Organized and flow
- Make information easy to find
- Error free
- Text hyperlinks use a color
- Graphics should convey meaning





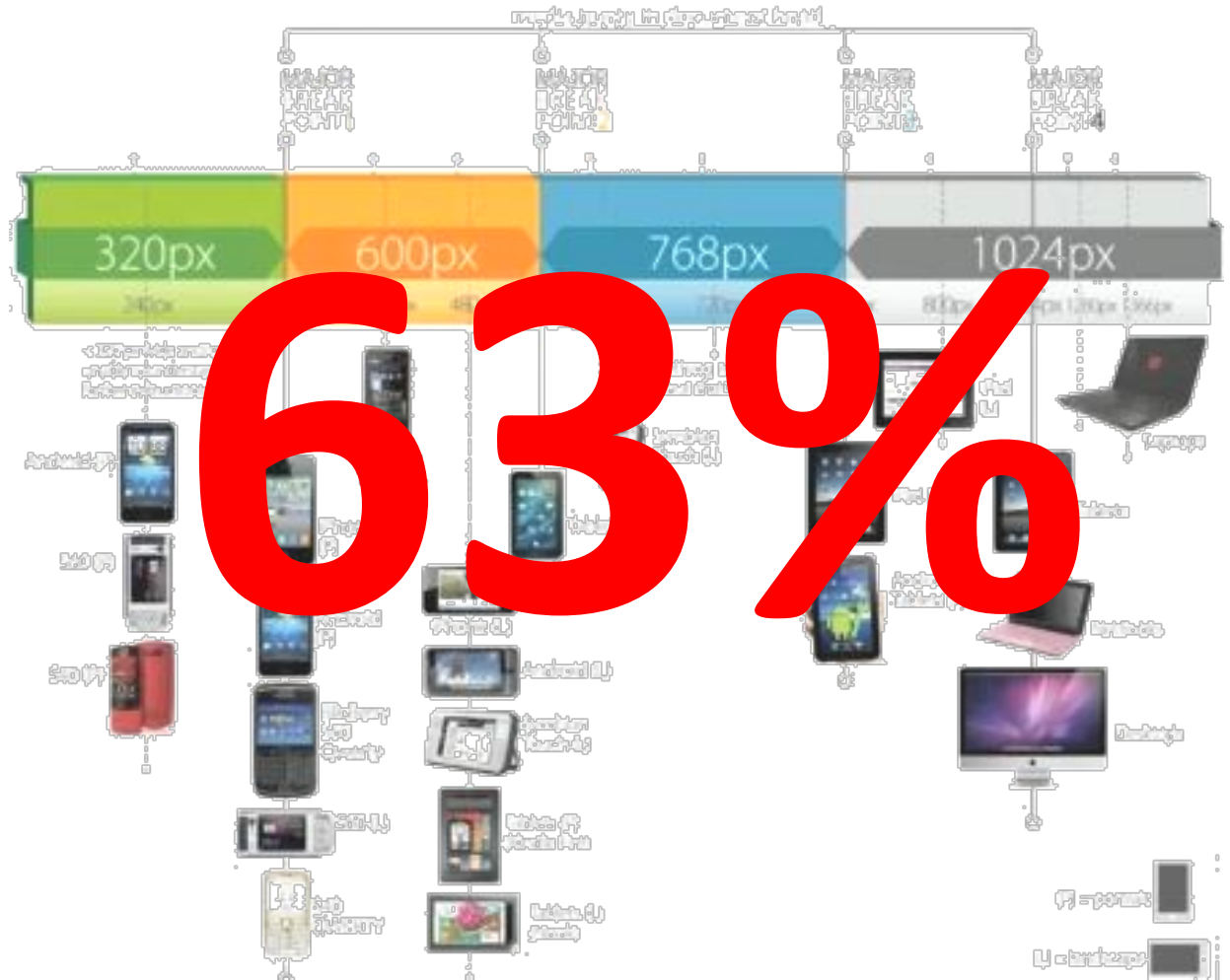
# Content



- Test your writing style using readability formulas that gauge how easy it is to get through content. <http://read-able.com/>



# It's a MOBILE world





# It's a MOBILE world

- Give mobile users a quality browsing experience
- Program using responsive design
- Cross platform testing





# It's a MOBILE world

- Create a responsive design site
- Fluid content and image grids with breakpoints
- Use HTML5 guidelines and doctype



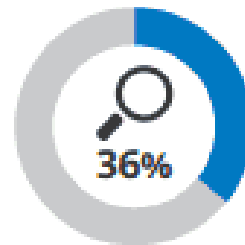
# MOBILE SEARCH DRIVES VALUABLE OUTCOMES FOR BUSINESSES

# 73%

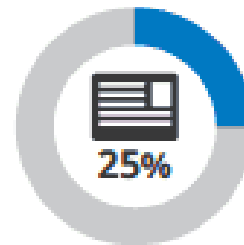
OF MOBILE SEARCHES TRIGGER **ADDITIONAL ACTION & CONVERSIONS**



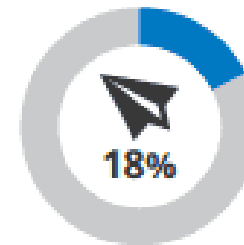
28% of mobile searches result in conversions (store visit, call, purchase)



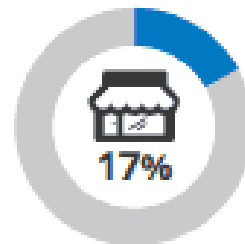
Continued Research



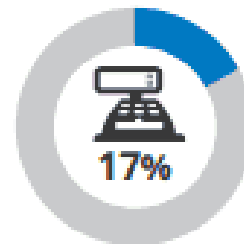
Visited a Retailer's Website



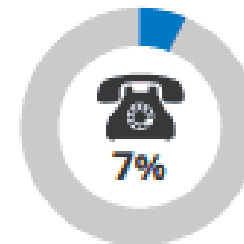
Shared Information



Visited a Store



Made a Purchase



Called a Business



# Site Design

- Directory editors look for sites with good design
- Visitors will stay longer and your site will score higher
- Your design should cater to the needs of your visitors



# Rules of Thumb for Web Design

- The web is not on paper
- You are a guest in your reader's environment
- Your reader is smarter than you think
- Don't try to be cool
- Leave the reader in control
- Provide redundant navigation



# Site Design Etiquette

- Each of the following is rude when it comes to web design
  - Telling the reader to get a new browser
  - Expecting the reader to resize their page to fit your design
  - Playing background sounds that the user can't control
  - Setting type size or font in ways the reader cannot override



A man in a yellow shirt and tie is sitting at a desk, holding a green sign that says "Do's".

Do's

# Design Do's

- Provide simple navigation
- Include social media badges
- Offer multiple forms of content
- Have a blog
- Make your site responsive
- Use content management systems (ie: WordPress)



# Design Don'ts

- Use Flash
- Build complex navigation
- Build more pages than needed
- Overly self-promote, use the 80/20 rule (educate/promote)

<http://www.loungelizard.com/web-design-blogs/design/top-10-worst-website-designs/>

# A few good resources

- <http://www.mobify.com/go/mobile-web-design/>
- <http://www.fueldeck.com/blog/25-resources-for-best-practices-in-web-development-2013/>
- <https://developers.google.com/webmasters/smartphone-sites/>
- [www.thebestdesigns.com](http://www.thebestdesigns.com)

# Examples

<http://salinasairshow.com/>

<http://turkhanfoods.com/>

<http://www.agleaders.org/>

<http://www.carmelvalleyvet.com/>

<http://pearlcroptrading.com/>

<http://brentredmond.com/>

<http://lindennut.com/>

<http://skyhausstudios.com/>



# Thank you for your attention

Time for your questions

To see samples of TMD's work

Please visit our website

[www.tmdcreative.com](http://www.tmdcreative.com)