Don't let go of your visitors' expectations- hook them with these 5 promising web design trends

Paul is running a digital marketing company in Los Angeles, USA. After making a team who is in charge of inbound marketing and the necessary development of his website, he fails to get the traction as expected.

Where is the loophole?

To find the same, Paul contacted an expert with having specialization in web design and development. The expert leads him towards the actual issue of not getting enough leads.

The surprising fact is that neither it's not the issue related to development nor any marketing strategy,but the main problem underlies web design. It acts as a constraint to getting enough leads. Paul's digital marketing company might be ahead of the competitors if he already follows the compelling web design trends.

Now, as Paul has the blueprint of getting the automated leads and traffic for his website, we would like to share the same with you. Yes, you guess it right- the latest web design trends that will hook the visitors. The good news is that these trendy web designs will work too if you're an absolute beginner!

Top 5 web design trends of 2022

With the burgeoning technologies, around 500k websites go online every day. If you're developing a website or already have one, it needs to stand out from the crowd. Therefore, you can follow these website design trends mentioned below. Our experts have handpicked the designs just to make your task easier.

1. Horizontal scrolling

For an immersive look, a side scroll layout may lead to mindblowing interactions between images and texts. Navigating a webpage by using horizontal scrolling can raise scenarios like active participation from the users. It will create an urge to browse the entire website without moving to another website. It stirs more reflex action from the users while keeping them engaged and interested.

Brainstorm where and why the horizontal scrolling will do the job for you. You can use it for the photo gallery or you can use it to zoom large images. In tandem with navigation bars and arrows, horizontal scrolling could fetch you outstanding results. However, ensure you're using arrow buttons and clear labels. It would help the users to navigate through the horizontal content.

2. Clean designs

Tapping into an unlimited supply of targeted traffic without a clean design may not work. Apart from all the things, you need to give your website a clean and simple look. While we're saying it, we also want you to make your website design like the "apple of the eye". With a delicate visual weight, compel your visitors with a minimalistic design. Less crowded and more refined design should be aimed for a smooth browsing experience. Therefore, the users will just not use your website for their own purpose, but they will also refer the same to others with aplomb.

3. Low-light and dark mode web design

While studying the cauldron of intense emotions of the users, experts have concluded that the rise of browsing the internet has spectated a surge after COVID hit globally. On that note, companies are implementing newer web design trends to stay afloat.

The dark mode version is one of that, making the entire browsing experience a cakewalk. The interface of the dark mode provides a user with a low-contrast site. Websites designed with dark mode are easier to look at in a low-light environment. Social media behemoths like Facebook and Whatsapp have the dark mode theme present on the application. The users can switch from light to dark mode as per their choice.

4. Kinetic typography

This is one of the beautiful trends, which can increase the aesthetic value of your website. Also, the same is rapidly evolving with brand new techniques. Web designers from different knowledge bases are adopting this new trend. Initially, animating characters were used to tell a story for persuading the audience. However, typography is an entirely new game.

To capture the attention of the users, moving texts could be the cherry on the cake top. It can establish the right tone while highlighting the important segments. In turn, the users' eyes will receive aesthetic pleasure while browsing the website.

Let's talk about Dillinger. It's a film production company based in Paris. You can see that the whole website is itself a menu. The dynamic fonts change accordingly while the user will select the option on the menu. Typography and its transition help to navigate the website, while creating a different grid each time.

5. Augmented reality (AR)

With the evolving web design trends, the bedrock of success underlies implementing the latest ones. On that note, Augmented Reality has stepped into the area of web design. According to a [UI/UX development](#) professional, " AR has opened a new avenue for those business owners who want to turn passive followers into raving fans. Consequently, the ability to bridge the gap between virtual reality and reality with computer-generated content keeps AR on the top.

Most brands are implementing AR on their eCommerce websites for better bonding with the customer. For example, Lenskart is using AR on its website. It allows the users to try their favorite pair of sunglasses/eyeglasses before they buy the same. With 360 degrees of immersive experience, customers can flush the headache of fitting issues.

Likewise, Toyota also used AR in its ad campaign. It helps to bring Corolla to the mobile devices. Isn't that great?

Takeaway

Not a big honkin' list, yet a complete idea of the latest web design trends that made Paul's life easier. You can achieve success too once you intersperse these latest web design trends. Start earning profits before everyone else!

Want to dominate the playing field but lack expertise? We have a solution for you. [CodeClouds](#) or [Viziononline](#) can help you to dig deeper in terms of your business website design. With their top-drawer talents, you can expect on-time quality services at a reasonable price. Contact now to get a quote.