

BUILDING WEBSITES

BEST PRACTICES



A stroll through web design and UX principals

WHAT IS WEBSITE DESIGN

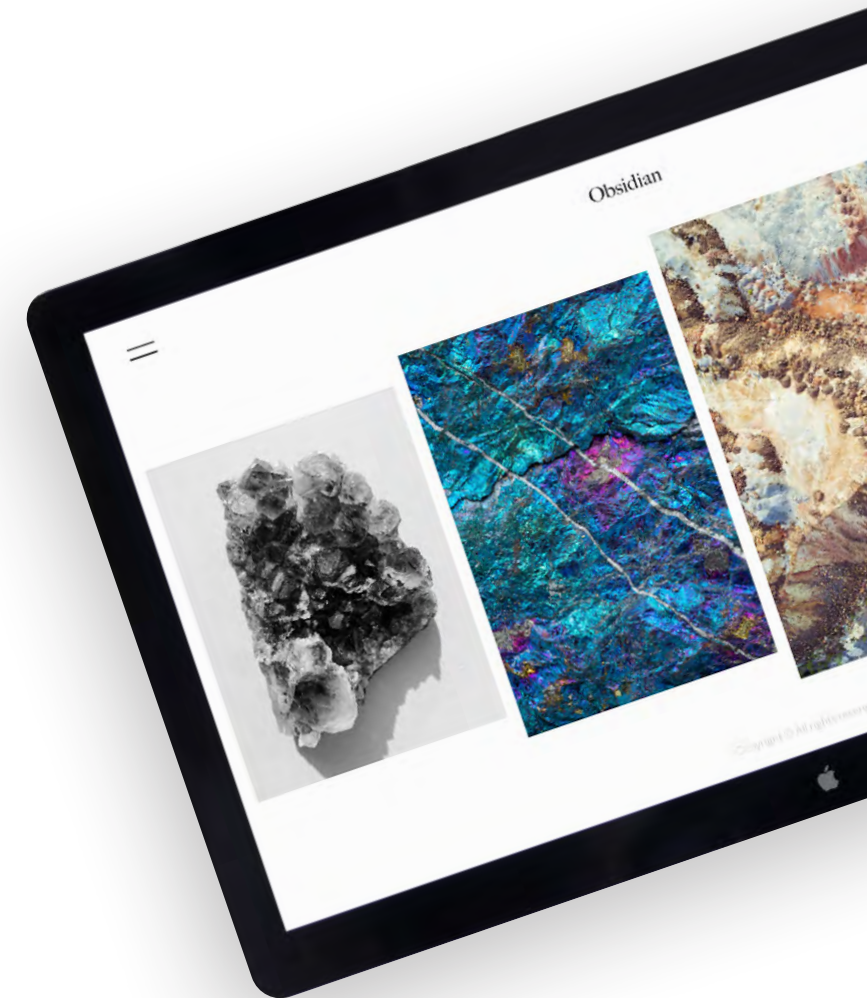
Website designing is...

the process of planning, conceptualizing, and implementing the plan for designing a website in a way that is functional and offers a good user experience.

WHAT IS UX (USER EXPERIENCE) DESIGN

UX designing is...

the process of creating products or services that provide meaningful experiences for users, involving many different areas of product development including branding, usability, function, and design.



WEBSITE DESIGN

BEST PRACTICES



Users form an
opinion about
a website in

.05
seconds

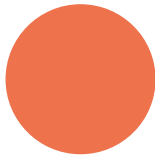
WEBSITE DESIGN BEST PRACTICES

Design elements should be functional, consistent, responsive and accessible with a visual hierarchy and easy-to-navigate features.

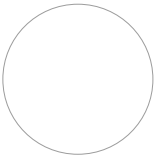
The design elements will make the UX smooth, intuitive and natural.

STICK TO FIVE OR LESS COLORS

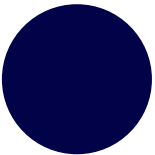
Keep the design balanced by prioritizing accessibility and contrast, using white space for clarity.



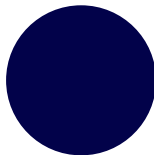
#e95525



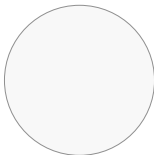
#ffffff



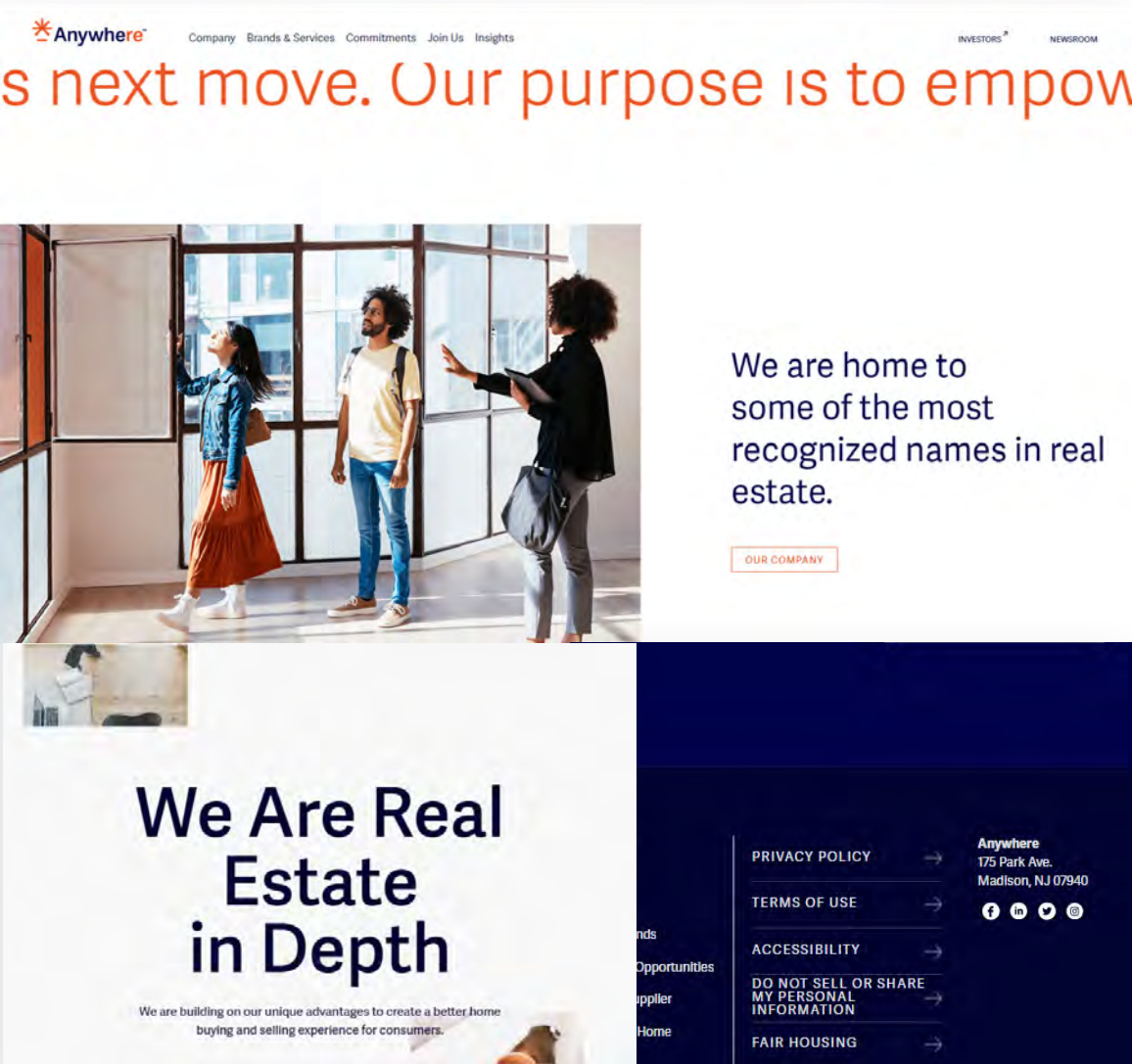
#020249



#02024a

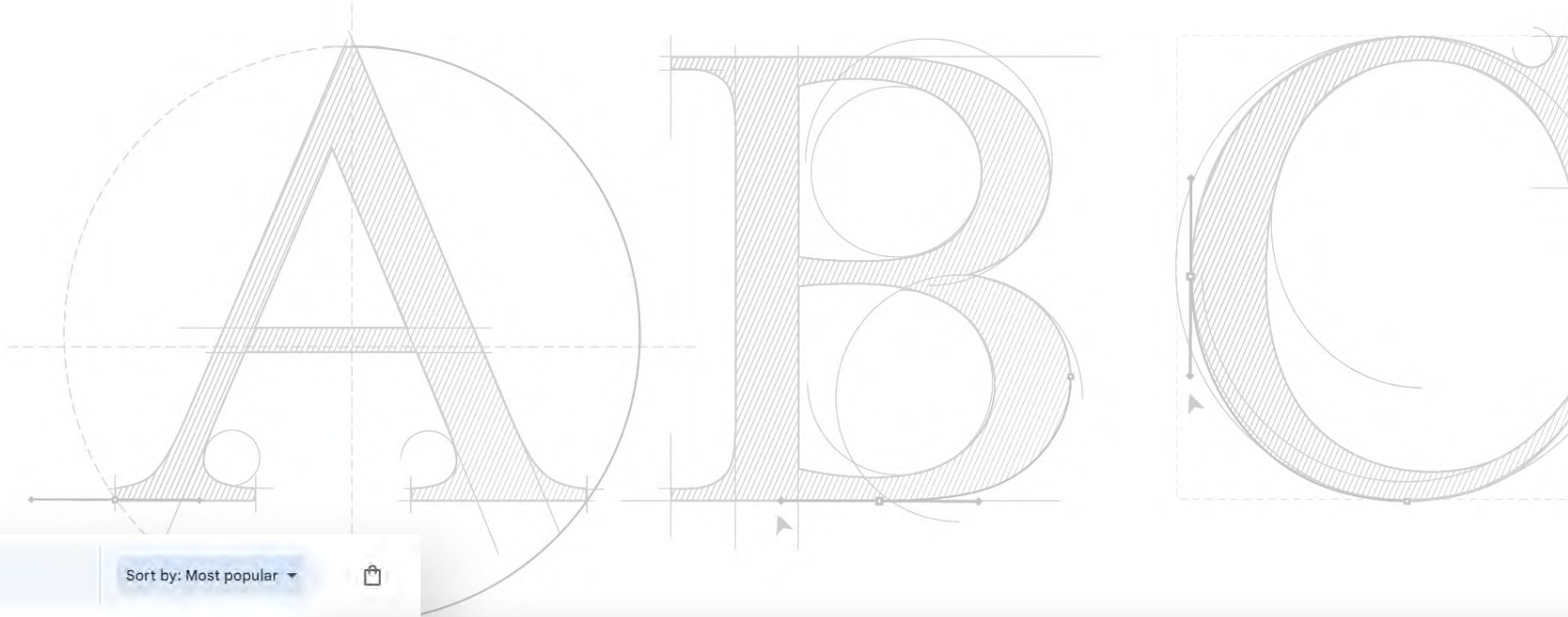


#f8f8f8



USE EASY-TO-READ WEB FONTS

Use web-based fonts, like Google fonts, and three or fewer typefaces in three sizes.



Preview

Type something

40px

Filter

- Language
- All languages
- Technology
- Variable
- Color
- Decorative stroke
- Serif
- Slab Serif
- Sans Serif

Google Fonts

Search fonts

Sort by: Most popular

Filters

Roboto Condensed Variable (1 axis) Christian Robertson

Everyone has the right to freedom of thought, conscience and religion; this right includes freedom of opinion and expression; this right includes freedom to hold opinions without interference and to seek, receive and impart information and ideas through any media and regardless of frontiers. Everyone has the right to rest and leisure, including reasonable limitation of working hours and periodic holidays with pay.

Roboto Mono Variable (1 axis) Christian Robertson

Everyone has the right to freedom of thought, conscience and religion; this right includes freedom of opinion and expression; this right includes freedom to hold opinions without interference and to seek, receive and impart information and ideas through any media and regardless of frontiers. Everyone has the right to rest and leisure, including reasonable limitation of working hours and periodic holidays with pay.

Oswald Variable (1 axis) Vernon Adams, Kalapi Gajjar, Cyreal

Everyone has the right to freedom of thought, conscience and religion; this right includes freedom of opinion and expression; this right includes freedom to hold opinions without interference and to seek, receive and impart information and ideas through any media and regardless of frontiers. Everyone has the right to rest and leisure, including reasonable limitation of working hours and periodic holidays with pay.

Raleway Variable (1 axis) Matt McInerney, Pablo Impallari, Rodrigo Fuenzalida

Everyone has the right to freedom of thought, conscience and religion; this right includes freedom of opinion and expression; this right includes freedom to hold opinions without interference and to seek, receive and impart information and ideas through any media and regardless of frontiers. Everyone has the right to rest and leisure, including reasonable limitation of working hours and periodic holidays with pay.

Noto Sans 18 styles Google

Specimen Type tester Glyphs About & license

Poppins

Designed by Indian Type Foundry, Jonny Pinhorn

Select preview text: Continent Language

Heading 48px Regular 400

Whereas recognition of the inherent dignity

No one shall be subjected to arbitrary arrest, detention or exile. Everyone is entitled in full equality to a fair and public hearing by an independent and impartial tribunal in the determination of his rights and obligations and of any criminal charge against him. No one shall be subjected to arbitrary interference with his privacy, family, home or correspondence, nor to attacks upon his honour and reputation. Everyone has the right to the protection of the law against such interference or attacks.

Everyone has the right to freedom of thought, conscience and religion; this right includes freedom to change his religion or belief, and freedom, either alone or in community with others and in public or private, to manifest his religion or belief in teaching, practice, worship and observance. Everyone has the right to freedom of opinion and expression; this right includes freedom to hold opinions without interference and to seek, receive and impart information and ideas through any media and regardless of frontiers. Everyone has the right to rest and leisure, including reasonable limitation of working hours and periodic holidays with pay.

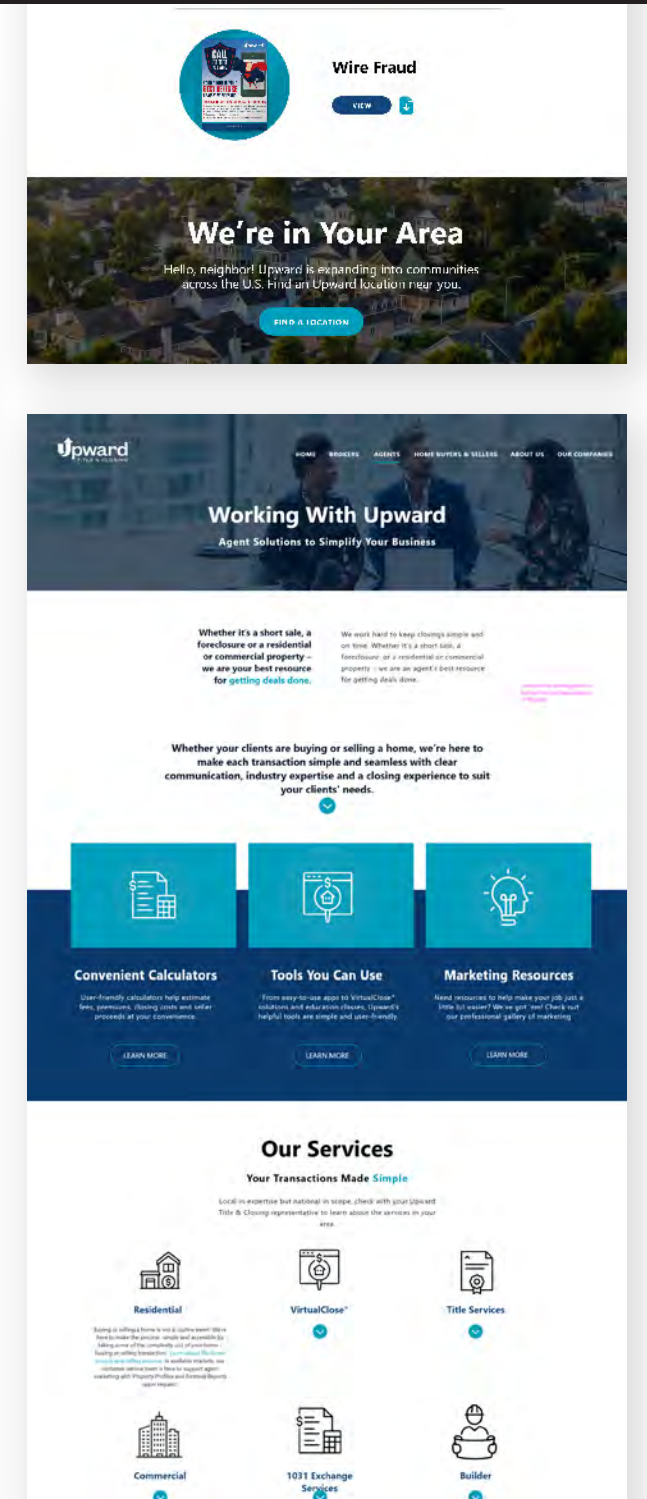
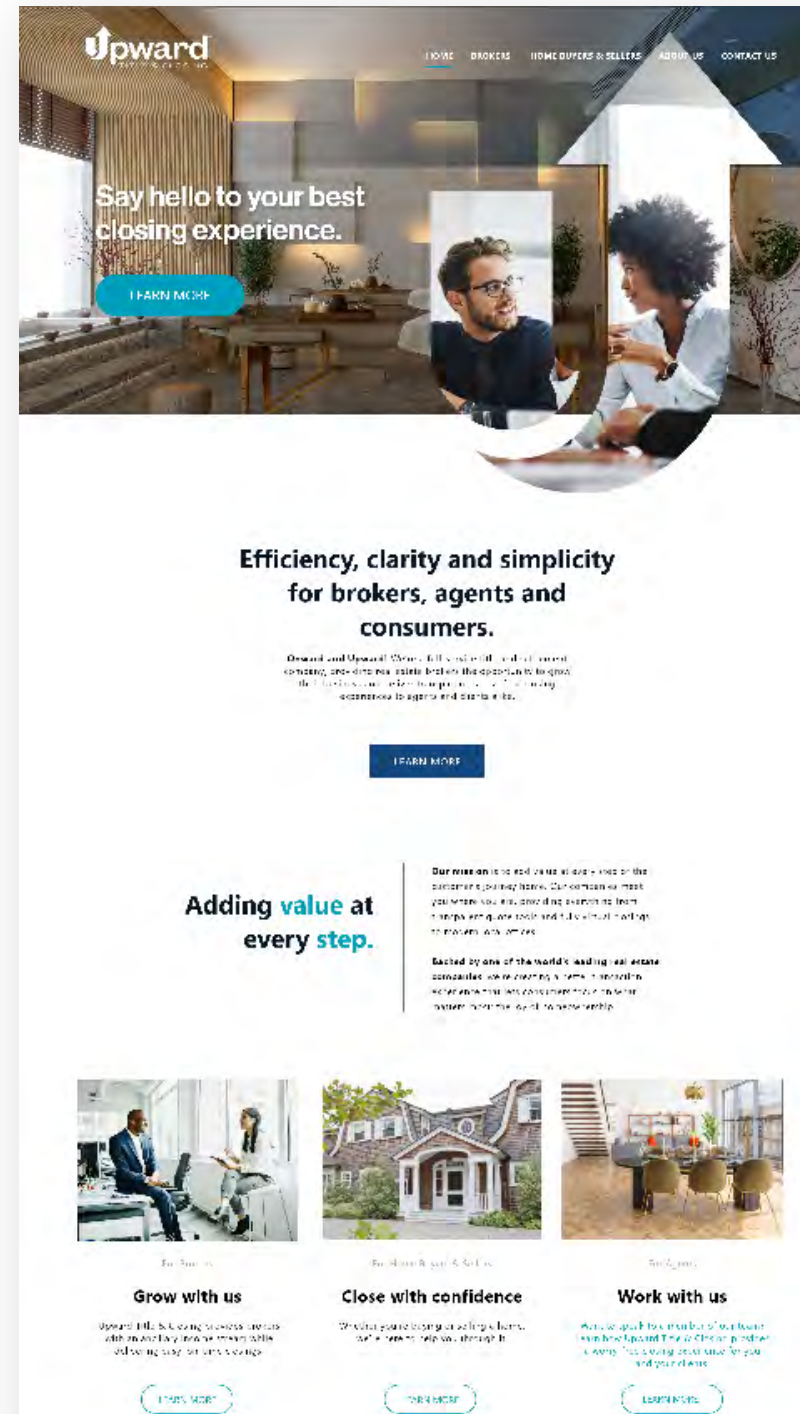
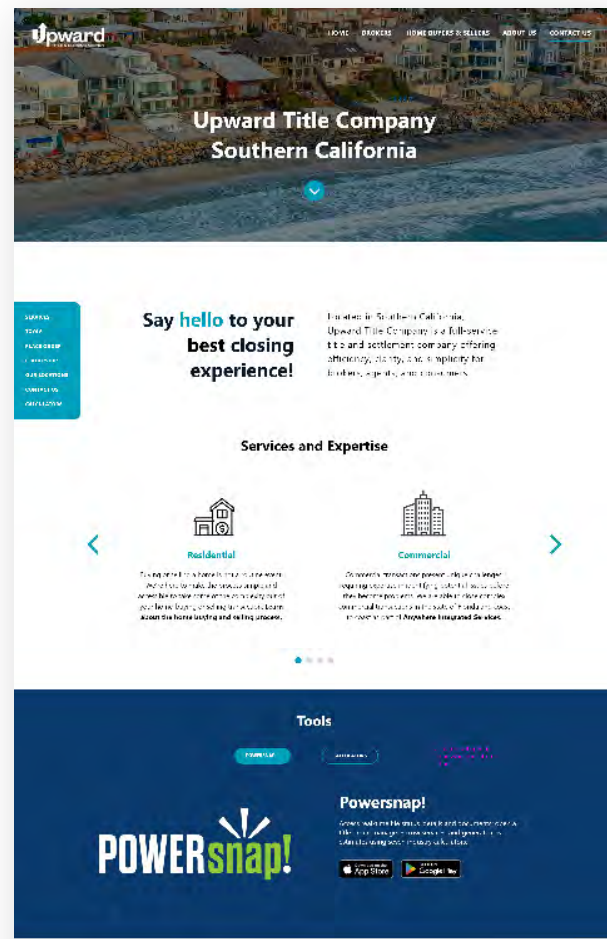
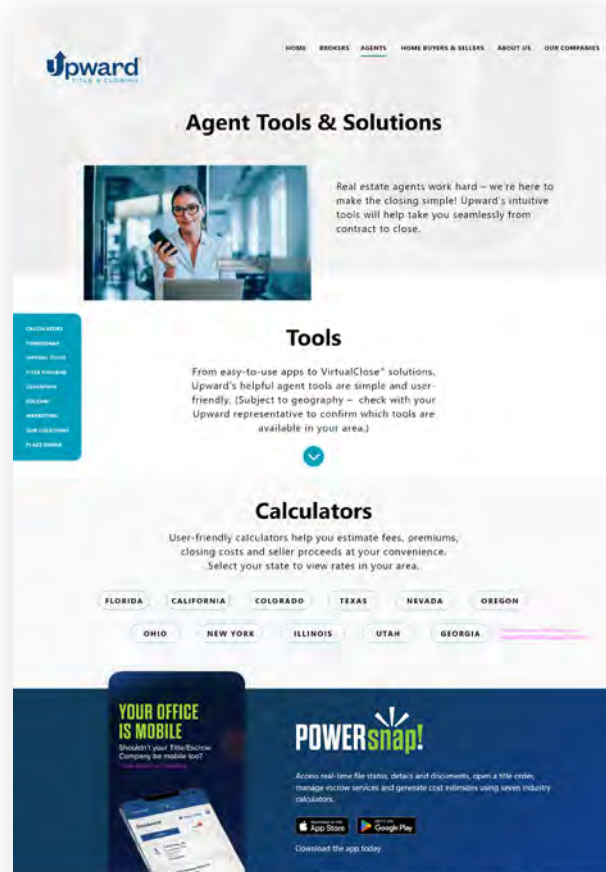
3 styles

Regular 400	Select all
Regular 400	Select all

WEBSITE DESIGN BEST PRACTICES

CREATE A CONSISTENT COHESIVE APPEARANCE

Design the same backgrounds, color schemes, typefaces and tone across all pages.



ESTABLISH A VISUAL HIERARCHY

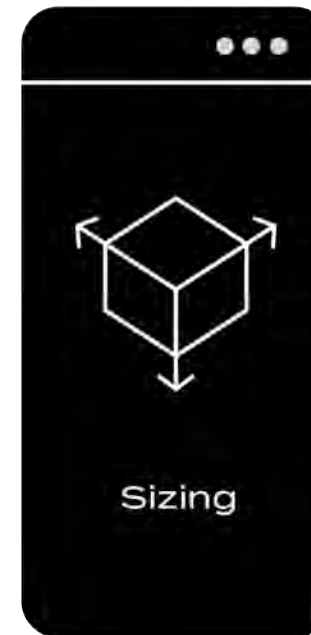
Arrange and organize design elements to naturally guide their eye to the most important parts. Use texture for depth and personality.



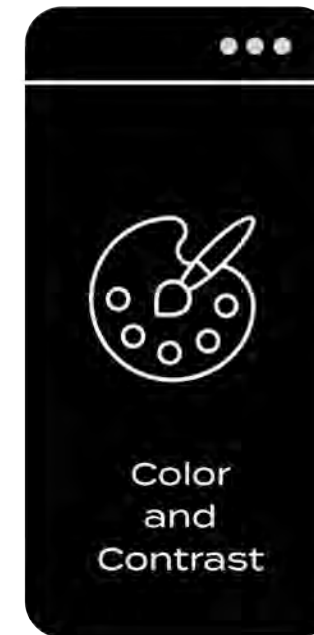
GOOD
VISUAL HIERARCHY



BAD
VISUAL HIERARCHY



Sizing



Color
and
Contrast



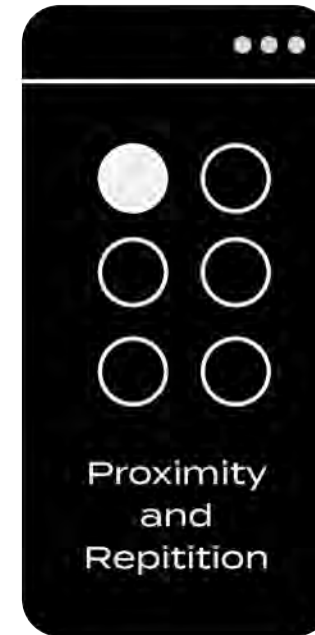
White
Space



Font
Hierarchy



Composition
and
Alignment



Proximity
and
Repetition

MAKE THE DESIGN RESPONSIVE

It should be compatible with various devices (like mobile, tablet, desktop and more) and adjust to fit different dimensions automatically.



KEEP CONVENTIONAL ELEMENTS

A navigation bar at the top, logo and links back to the homepage ensure practicality and predictability.

Logo that functions as a link back to the homepage

LOGO



Hamburger icon = expandable menu

HERO IMAGE

AT TOP OF PAGE

CTA

Call to Action high up on page for visibility



X = Close element

ABOUT US

TESTIMONIALS

SHOP NOW

FAQS

CONTACT US

Highlight on hover = Click-through link

BODY ELEMENTS HERE

Body copy that is smaller than the headline copy

BUTTON

Button that has hover effect = click-through link

TERMS OF USE
PRIVACY USE
CAREERS

LOGO

Footer with disclaimer, page links, social links



Circles with logos = Click-through social media links

CONTENT

BEST PRACTICES



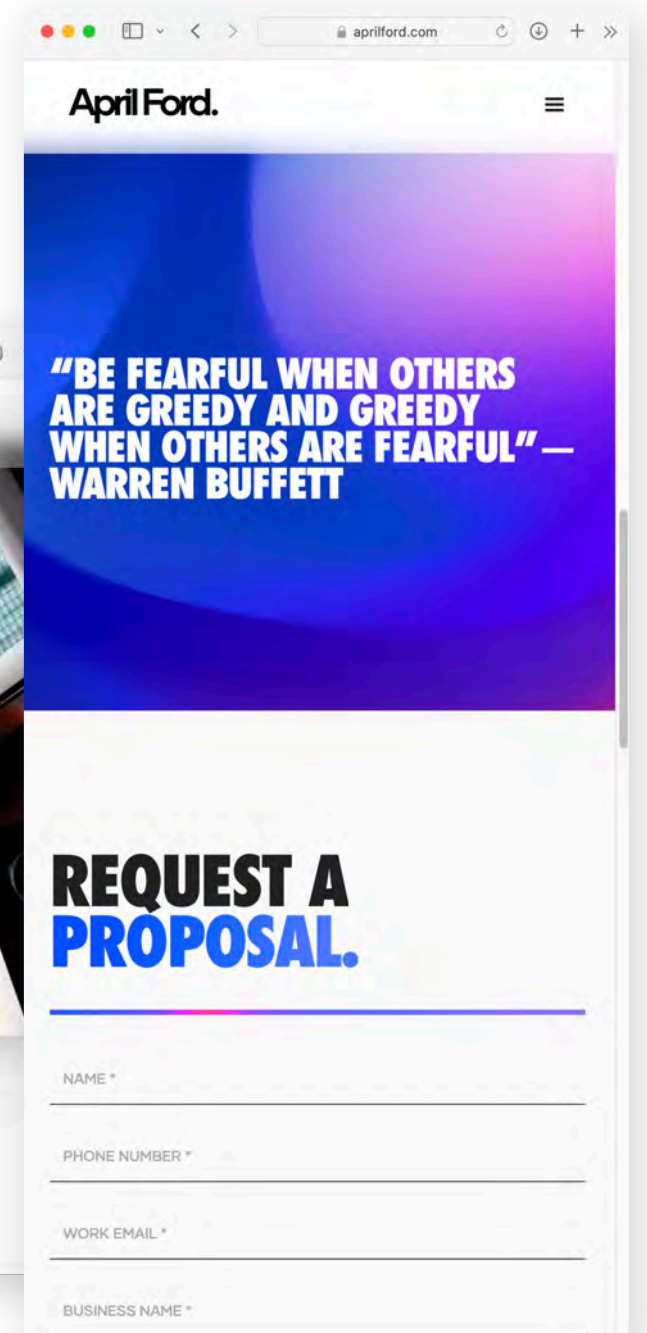
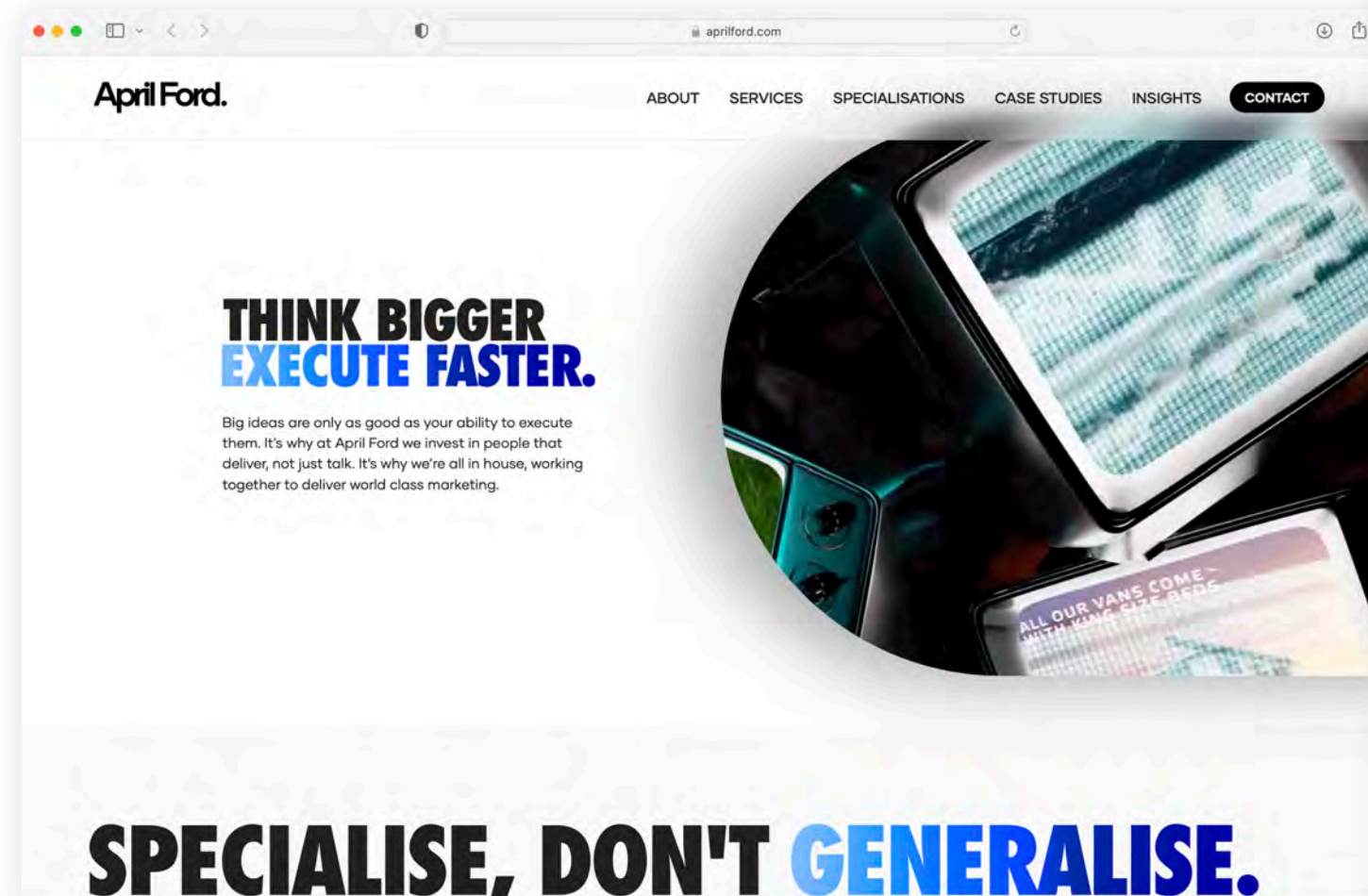
Users
dedicate about
5.59
seconds to reading
written content
on a site

CONTENT BEST PRACTICES

Copy, information and content for a website should be helpful, relevant and authoritative. Visitors should be able to discover the answers to their questions with ease and confidence.

STRUCTURE AND ORGANIZE WITH DESIGN

The copy on your website should work with visual and video elements, supporting easy navigation with a meaningful impact.



WEBSITE PERFORMANCE

BEST PRACTICES

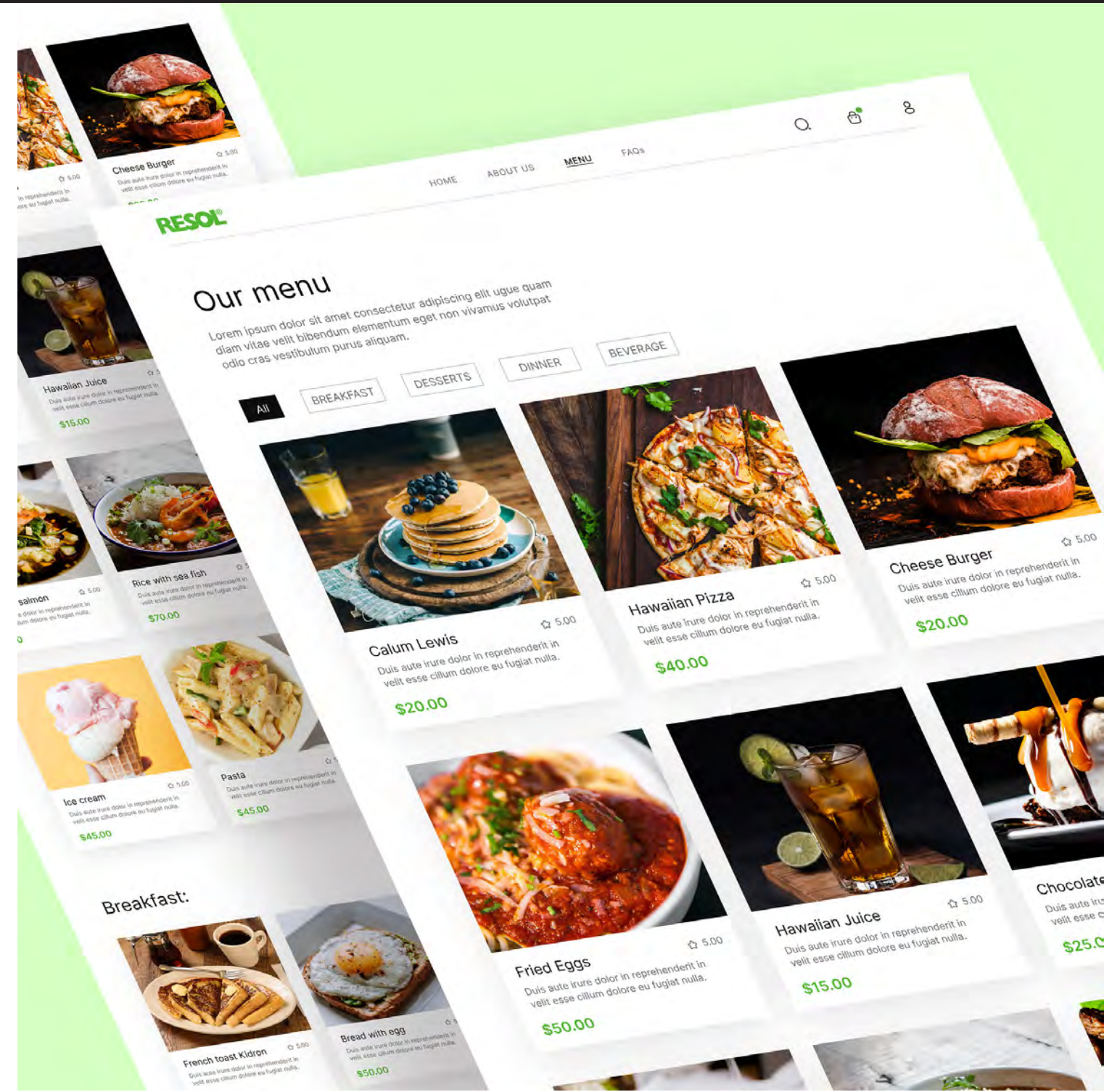


WEBSITE PERFORMANCE BEST PRACTICES

The way a website performs or the speed at which web pages are downloaded and displayed in a user's web browser will affect the user experience, including its usability and accessibility.

OPTIMIZE FEATURES

Navigation, hyperlinks, menus, videos and forms should be arranged in a natural progression order, encouraging visitors to stay on your website and build authority



CONDENSE THE PAGE SIZES (WEIGHT)

Reduce File Size of images: compression for images, and save illustrations as SVG files



Remove Unnecessary comments and Coding: Minification



Use existing video hosting solutions: like YouTube, Vimeo or Amazon



SEO

BEST PRACTICES



Your website will need to be discovered, categorized and ranked. Search Engine Optimization is the process of improving the design and content of the website so search engines can find a website and its web pages and classify how relevant it is to users search inquiries.

SEO aims to increase the quality and quantity of website traffic.

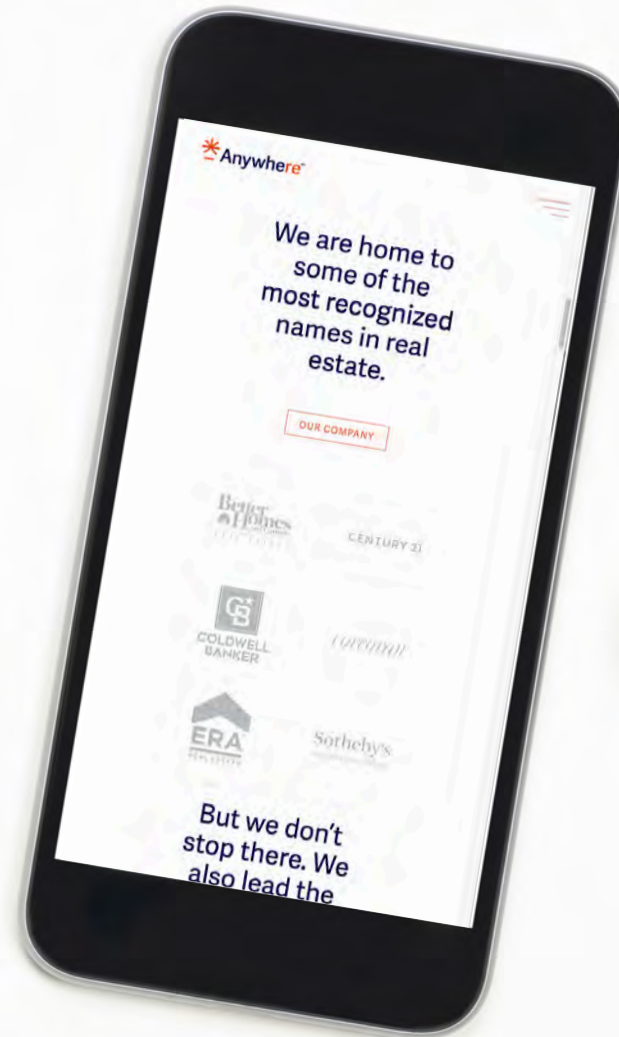
DESIGN: FOCUS ON THE USER EXPERIENCE

- **User-Friendly Navigation:**
Examine URIs to make sure they are closely related and optimize the navigation bar to make sure it is easy to use. Then set up a site map and submit to Google.
- **Make Visuals and Videos Searchable:**
Add alt text for your images and descriptions for your videos so search engines can categorize those as well.
- **Backlink Profile:**
Analyze the list of sites currently linking to your site, including how and what pages.



CONTENT: FOCUS ON PROVIDING A QUALITY ON-PAGE EXPERIENCE

- **Feature One Keyword or Phrase Per Page:** Overloading a page on keywords will hurt your SEO, so focus on the most meaningful keyword or keyword phrase to be concise and helpful.
- **Incorporate Internal Linking:** Link one web page to another web page on your website. Relevant, valuable linking will transfer authority from one page to another, making your website more credible.
- **Include Title Tags and Meta Descriptions:** These short descriptions appear on the search engine pages and should be limited to 155-160 characters and include your keyword or keyword phrase.



PERFORMANCE MARKETING

BEST PRACTICES



Courtesy of Source:
Kevin Rutter - Performance Marketing Team

Do we want a stat
for every intro for
consistency?

Performance marketing focuses on using key performance indicators (KPIs) and analyzing user behavior to enhance the experience for visitors and maximize conversions. It ensures every aspect of a website is finely tuned to deliver tangible, quantifiable results.

TURN ON GOOGLE ANALYTICS 4 TRACKING

Setting up a baseline for data collection will ensure you can adjust the design and content on your website to how users are behaving.



TURN ON GOOGLE TAG MANAGER TO MANAGE WEBSITE TRACKING

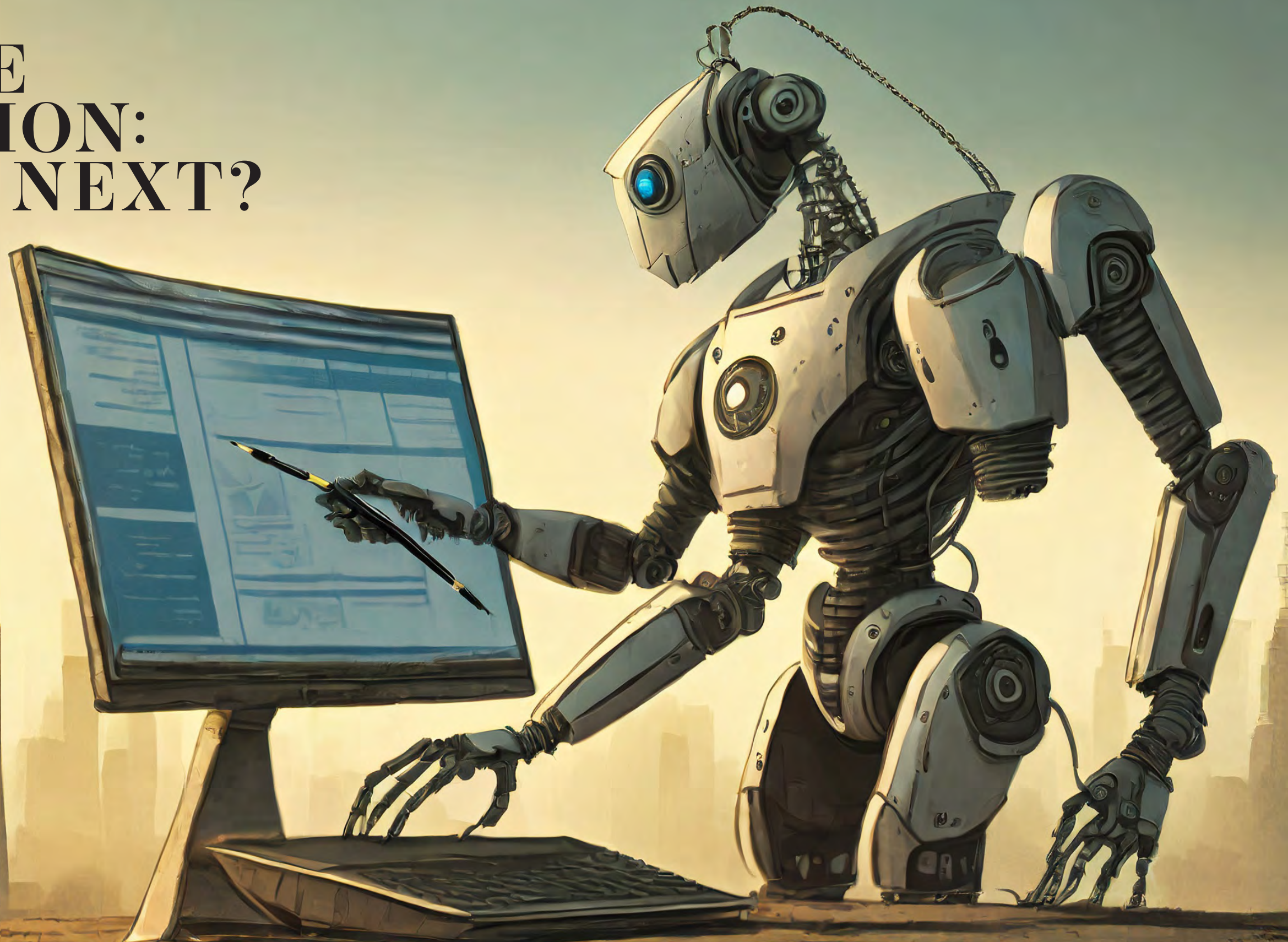
You can tag specific types of content and design for a more in-depth look into how users are interacting with a particular element on your website.



CASE STUDY



WEBSITE EVOLUTION: WHAT'S NEXT?



WEBSITE EVOLUTION: WHAT'S NEXT?

As the world landscape turns more digital and AI becomes more prevalent, the process of building a website evolves into a visually stunning, personalized experience for users.

- **Videos and Visuals will Prevail:** They will continue to add movement and interest in navigation efforts and engage visitors.
- **Motion and Animation:** From scrolling effects to micro animation, the idea is to make the user's experience more dynamic.
- **AI Fuels User Analysis and Personalization:** Using AI tools designers can analyze user data to improve the website experience adjust designs based on that to create more complex/intricate designs with product recommendations, chat bots
- **AI and User Experience:** AI will automate time-consuming tasks of building a website, speeding up the architectural process by offering image generation capabilities, code optimization, snippet suggestions, layout optimization and more.
- **AI and Beyond?** Revolutionizing the way websites are created and maintained – and how consumers interact with them.

CONCLUSION ^{IN}

Q
&
A

THANK YOU!