

How Web Design Impacts Content Marketing

Content marketing is one of many strategies available for getting customers engaged with your business. It raises brand awareness, builds your reputation, and facilitates a trusting relationship between customer and seller.

When you create content, remain aware of how you can make it palatable to Internet users. People like clear information they can easily interact with, read, and recommend to others. Part of this includes a website with a straightforward and uncomplicated design.

Improving your site design is a key step to hosting easily accessible content that keeps people returning. Read on to find out how you can upgrade your design.

What Is Content Marketing?

[Content marketing](#) is the process of establishing a customer base by offering users content that appeals to their interests. The purpose of this content isn't to sell your products or services, but to entice users into visiting your site and give them valuable information that solves a problem or answers a question—which will eventually result in them converting and telling others about you. Common examples of content marketing materials include free guidebooks, newsletters, and blog posts.

Content marketing should be a part of any marketing strategy because of how effective it is for helping you connect with leads without seeming too much like a “brand” or discouraging them with overly salesy messages. And to take a deeper dive into content marketing, you first have to ensure your website will be compatible with your existing and future users' needs and desires.

Site Elements to Consider

When enhancing your website design to appeal to users and bolster your outreach efforts, keep these following items at the top of your checklist:

Color Scheme and Background

Developing a color scheme is one of the first things to have in mind. You'll want to choose a practical color scheme that attracts and holds visitors' attention. Too many vibrant colors—reds, yellows, or neon greens—on one page distracts from the content. If your brand is known for its colorful design, utilize the more vibrant colors as accents rather than site or menu backgrounds. Making the site background [white or transparent](#) preserves readability and brightens accent colors. You don't have to go for plain white either; off-whites are excellent for creating warmth.

Careful consideration of color usage is especially important for [text-heavy sites](#) and blogs. The most important component of your content is likely the text, which you want site visitors to meaningfully engage with. However, it's hard for them to do this if your layout is distracting or unreadable. This issue depicts why white or other neutral backgrounds are often best for text-heavy pages.

Text Readability

The font size you use for your body text and headers shouldn't be too small or too big. Small fonts take extra time and concentration to read, which discourages visitors from staying on your site. Conversely, big fonts subtract space from the page that you could use for other valuable content. Remember to avoid using too many fonts on one page, too, as this can be overwhelming and confusing. A cohesive look is essential to readability.

The type of font you use matters just as much as how many fonts you use. In addition to impacting readability, [sans-serif and serif](#) fonts can evoke different emotions in the user. Sans-serif typefaces tend to feel more modern and relatable and are easier to read on the screen, while serif typefaces often feel traditional and elegant and offer a better reading experience in print publications.

On top of those considerations, using [web-safe fonts within your font stack](#) is crucial for maintaining consistent formatting and ensuring your site will still render as intended if your main font can't load for any reason.

When writing your content, always break up long paragraphs of text with bullet points, images, and infographics. These elements complement the text by providing relevant information while guiding the user through the visual landscape of the page. If you want to emphasize certain points within your content, bolding and italicizing key phrases will reduce the monotony of reading an article with no formatting, although you shouldn't use these formatting tricks too frequently.

Site Structure and Elements

Create content that doesn't require too much work to access on the user's part. Develop your site with the user in mind. What is the objective of someone accessing your site, and how can you streamline this process? An easy-to-find search bar helps people get to where they want to go quickly and without hassle. The longer someone takes scrolling through your site to find the search bar or navigational menu, the less likely they are to stay on your platform or return to it later.

Avoid creating a complicated navigational menu with too many levels. If you have a lot of information that you must categorize for clarity, use [extended drop-down menus](#). Grouping like items under the same category and using a hover option can reduce the need for long menus; just ensure your categories make sense for the products or services you're offering and are clear to the average user.

A site that [interacts with its visitors](#) rather than being completely static can also improve the user experience. Include elements such as mouse-overs, responsive scrolling, and interactive content. Mouse-overs enable the user to see what a link is about before clicking on it so they can make informed decisions about the content they engage with. [Responsive scrolling elements](#)—such as images that fade when you scroll past—make a site more visually interesting and add interactivity that doesn't distract from important information. You can implement other moving content like responsive animations to increase interactivity, although it's helpful to keep these to a minimum. Too many moving objects on a page may be overwhelming and can even appear unprofessional, depending on your site's purpose.

Make sure your site is compatible with various platforms, and avoid elements that won't show up well on mobile devices. Your site should remain easily navigable from anywhere; many people prefer to browse the Internet on [devices other than computers](#) because of the convenience. Preserving this convenience by providing a similar experience for every user is a good way to earn their favor and trust.

User Experience Matters

Giving users content they're willing to keep coming back for can be complex, but you can achieve it through honing your web design, studying your site analytics, and knowing who your audience is. Though

you should have a solid vision of what your site and content will look like, always consider your audience's input so you can create the most user-friendly, accessible experience possible.