

Web Redesign & User Experience (UX) Must Haves



Un-Locking Your Website Redesign's Potential To Gain, Retain, Excite, and Convert Visitors into Sales Leads

Web Redesign & UX



How you can retain your visitors, keep them navigating further on your site, and decrease the bounce rate of your website is through applying the following to your website's design and usability.

The First Impression



A website is the representation of who you are and what you offer as a company. Even though you may want to focus directly on the usability of the website, design plays a key role in making the first impression on a customer.

Use of Colors

Right colors draw attention to specific elements. Do not try to make everything stand out. Picking two to four colors for your website and marketing materials is sufficient.

Avoid The Unnecessary

Avoid unnecessary animations, gadgets, and media. Although these are great attention getters, they are also distractions and not accessible to mobile apps. Many of these can be a hindrance more than a benefit. Media and animation should be used to support content and information only.



Don't Fear the White Space

When it comes to the website's layout - Do not fear the white space. This will reduce clutter and make for a clear and organized page and navigation structure.



In Typography legibility is key; use fonts, font sizes and font colors that are easy to read. Utilize bullet lists, section headers and short paragraphs for easy page scanning.

Maintain Consistency

Colors, sizes, layouts, placements, and navigation should remain consistent throughout the site. It creates a good flow from page to page, especially on different platforms such as mobile.

WEBSITES TYPICALLY CONSIST OF A FOUR-PAGE LAYOUT:

- 1) Home Page
- 2) Content Pages
- 3) Form & Landing Pages
- 4) Blog Pages



Correct Use of Images

Images are powerful and deserve appropriate utilization. Stock Images are easily accessible but can be irrelevant. Instead, use photos of real people. Placement is key due to images create a subconscious message to viewers.



Navigation

This is the biggest factor for retaining visitors. If people can't find what they are looking for they will leave the site. Keep navigation simple and easy. Key factors to keep in mind for a site's navigation are:

- Keep a simple primary navigation structure
- Add navigation in the footer of the page
- Use breadcrumb trails to help with navigation trail
- Include a Search Box
- Limit the navigation options per page
- Include links within page copy (make clear where the links go)
- Avoid complicated JavaScript & Flash for navigation

Accessibility



Always keep in mind that your website needs to be accessible to multiple devices. To gain visitors you need to adapt your website so it can be easily viewed on all devices made available to people.

Conclusion

Follow these guidelines and soon you will have a great producing website that generates traffic, leads and sales. However, don't stop there. A website never truly stops growing. Keep learning and stay tuned for more with our next **eBook on Search Engine Optimization (SEO)**

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