Good Design: People Stay on Your Site

It's really not hard to have a modern, professional website that is easy to browse and converts visitors into leads. Here are a few things you can do to ensure your website is one that engages the visitor:

Unique Selling Proposition. When a visitor lands on your homepage, you have 5 seconds to explain to them what you do and what makes your service different/better before they go somewhere else. Always keep that in mind when looking a web page, ask yourself "if I was a visitor who knew nothing about my business or industry, would this page make sense?"

Establish Visual Hierarchy. There is a key principle in design called "Visual Hierarchy" – in plain English: designers will organize and prioritize content (images, text and colors) on a webpage to establish a desired flow or to communicate a message in a specific way. If your website color scheme is green then consider using orange or red to highlight buttons or important areas. If you have a website that looks like a modern Jackson Pollock painting (similar to the one at the start of this article), the sheer amount of colors or fonts will override any sort of visual hierarchy, creating confusion and causing the visitor to leave.

Simplify Text. Keep the content on your site limited to headings sub-headings, short paragraphs of text, bullet points and lists. The easier to digest, the better.

Professional, high-quality photos. You want the site to be attractive with images and using large photos as a faded, decorative background can add a very nice effect. Look at these examples.

White space! Don't be afraid to use space to your advantage in a website – it will allow you break up all the information on your site into digestible chunks. Websites that try cram everything onto one page that fits on your screen are confusing and overwhelming.

Simple navigation. Your website must be easy to maneuver so visitors can find what they are looking for without wasting time. This is probably the most overlooked aspect of website design – what you need to be thinking is "what is the fastest way to get a visitor from the home page (or wherever), to understand what we offer and send us an enquiry?"

Use the latest website platforms. Most importantly, you need to make sure your website moves quickly and efficiently. If a visitor can't get some pages to open or times out, they are going to end up going to your competitor. Platforms such as WordPress are constantly updated and improved, making sure that your site is always up and running beautiful.

By Chris Schutte: March 23, 2017

Flash is Dead on the Web

It's no secret that Steve Jobs, formerly the CEO of Apple and the creator of iPads & iPhones hated Flash. He was singlehandedly responsible for its downfall. His reasons, all valid, can be read in this excellent essay from 2010:

https://www.apple.com/hotnews/thoughts-on-flash/

On the web, yes, Flash lost. HTML, CSS, JavaScript won. The web was no longer filled with ugly and slow splashes of Flash based websites. The web is a lot prettier than it used to be. You will still find Flash videos, but less-and-less. YouTube, the world's largest video streaming site, moved away from Flash in January 2015 and Facebook followed suite in December of that year.

Getting rid of a product that has been providing interactive web content for more than a decade was a radical move. It had to be done to allow web users to move to mobile devises. Today, good web designs do not use Flash. It is not supported on any Apple product. The World Wide Web is better because of this.

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