MANAGEMENT MANIA

India Internets

7 Competitive Web Design Tips That Will Boost Your Online Business

Half of the year 2019 has passed by! Is your website winning the online ranking competition yet? If not, this post is for you.

With more emphasis on the user interface (UI) and user experience (UX) design, the year 2019 is said to be the year of grand things in the web design spectrum.

Before we dive into the topic, let's recall what is web designing? It is the part of the web development process that focuses on the web layouts, user interface, navigations, visuals and graphics, imagery, and design of the website to make it user-friendly and visually appealing.
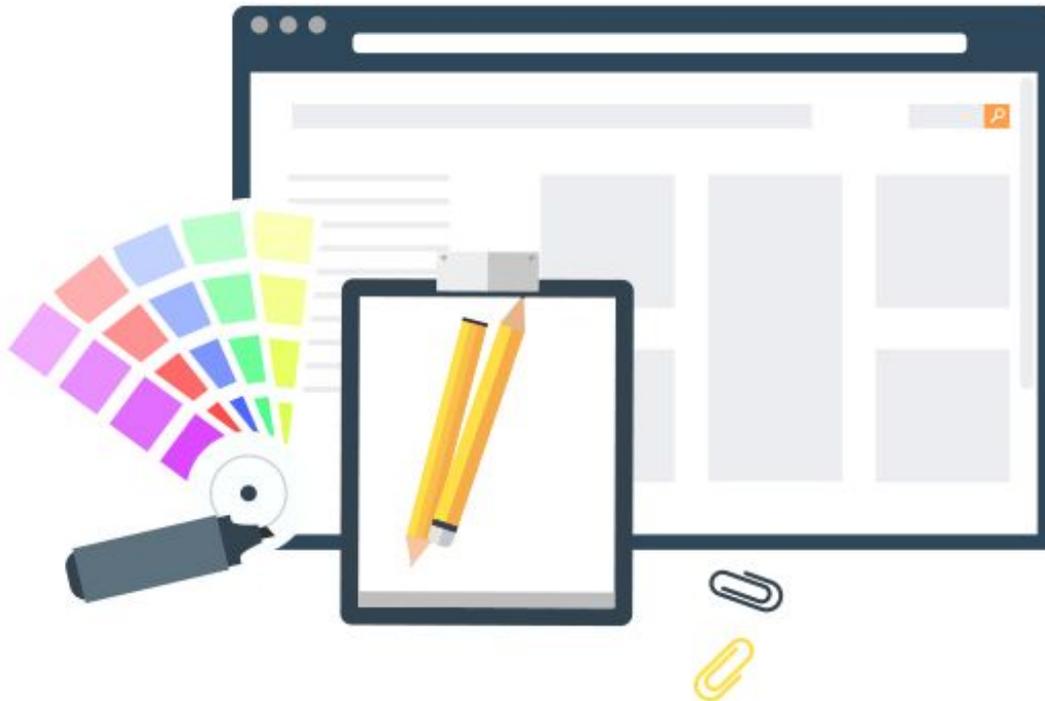
Why should you give importance to a web design?

Today, the website does more than just help you generate revenue. It is your virtual salesperson that is prospecting literally 24/7. Your website forms the first point of contact between your business and your target audience. In this digital era. more than 92 percent of consumers visit a website for the first time to gain information and knowledge instead of making a purchase.

The evolution of the internet has given rise to competition in every niche. Every business owner desires to attract more audience to their websites. In such a scenario, the lack of an appealing web design will never work in your favor.

Keeping this in mind, here are the top seven tips and tactics that will help you withstand the competition in your niche area-

1. Fluid Navigation

The primary reason why a visitor lands on your website is in search of information. Make sure your website can provide them the information they are looking for as quickly as possible.

Having a clear navigation menu is a design element that acts as a guide to the visitor. Your visitor should be able to depend on it. This is the reason why web designers should not get too creative with the navigation menu. Instead, keeping a simple, insightful and clear navigation menu is the trick to an effective website.

Following the year 2019, you can get smartly creative and use some trending experimental site navigations like filter icons with hover effect, brochure design, playground blues, architectural sketch, etc.

2. Background Graphics

2019 has observed some pinnacle techniques of adding an appeal to the websites, giving them a modern look. You can make use of some trending web design ideas like glitch art that involves an image being transformed using analog or digital errors. Glitch art involves ink-like streaks, smears and other tricks that are used for altering the image. You can also use background videos on, especially on your home page to give it a modern and advanced appeal.

3. Scroll animations

These are unique and eye-catching visual effects that a visitor can activate by simply scrolling through the webpage. This feature has made it to the trending 2019 web designs list because of the improved user experience, thanks to scroll animations. These animations include rare images or tools and other designs for easy transitions to sections and ideas.

4. Website Content

If you think your visitors don't really take notice of the kind of content displayed on your website, you are wrong. Make sure to display concise and understandable content across the web pages on your website.

Sometimes, because of the poor display of content and lengthy paragraphs across your website, it becomes tedious for the visitors and hinders user experience. The trick is to always try and keep your website's content short, simple, concise, and informative.

5. Search Engine Optimization (SE0)

This should be a no brainer! SEO forms the backbone of every website today. Therefore, a professional ****website designing company in Delhi ****takes care of search engine optimization and the visibility of your website while designing a website.

Secret tip: Placing the important information in the top left-hand column of your website would make it easier for search engines like Google, Bing, and Yahoo to crawl.

6. GIFs are in!!!

People love creative animations and GIFs. They give a sophisticated vibe to the website and helps resonate with the target audience better. Instead of filling your website with these GIFs, become selective with the target web pages and use these graphic elements there.

7. Don't be afraid to break rules

Picasso's "learn the rules like a pro, so you can break them like an artist" is also trending as a web design tip this year. Huge and unique graphics, typography, content are all trending since recently. As designers, you can try to be more creative and not restrict yourself from trying out-of-the-box creative ideas, provided that you keep in mind your audience's user experience.

FINAL THOUGHTS

If you really want to succeed at the web design game, you need to strike a perfect balance between being creative with the design and the user experience. Remember, simple and creative is the key.

Your website can either make or break your first impression in front of your website visitors. To ensure that they are left with a long lasting good impression, you should hire a professional web design company in Delhi. To know about the best website designing company in Delhi, then just visit at https://www.indiainternets.com/

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