10 Crucial Web Design Tips to Get People Stay on Your Website

Your website is the mightiest marketing tool that you have in your sales kit.

Yet most of the business owners fail to realize the importance of a handsome website. And designing a splendiferous website is not enough. No doubt an aesthetically pleasing website is a great start but to engage the user and increase the session time of the time it’s important to supercharge your website with amazing content.

I worked at an e-commerce store for 3 years. I got there at an intern and after a year I got promoted as a digital marketing specialist. I studied how people interacted on our website.

Mostly, brands think that it’s just about the interface of the website that is used to capture the attention of the customers. But on my work at the e-commerce store I was able to get my hands-on Google Analytics and Heatmap which allowed me to look further into the psychology of the users.

If you learn a few website designing techniques it will benefit your brand and you’ll be able to grab the attention of the users and convert them into customers. Some of the gurus well I don’t call them guru still suggest that brands can use black hat SEO to rank their sites on top pages of Google. But with the latest algorithms it’s impossible to beat the smart machines.

That’s why you must be different. There are ways in which you can showcase your brand and we will be discussing these ways in detail.

# Website designing tips and tricks for new Entrepreneurs

First let’s start with the homepage.

Even though [8-second attention span is a myth](https://www.entrepreneur.com/article/298114), you cannot take the risk to ignore the importance of a homepage.

First & foremost it should homepage is like your dress code. When you go for an interview what is the first thing that the interviewer sees in you? That’s right your dress code. Even before you say anything the interviewer learn a lot of things just by seeing how you dress.

Same thing happens when a customer visits a homepage.

A good homepage should do two things well.

Firstly, the homepage will re-enforce the position of your brand in the hearts of your customers and the marketplace. This brings up an important question, why the customer should buy from you? What are you offering that your competitor cannot offer?

Secondly, the website should engage customers before they bounce off your website. If your website is not engaging users or capturing their attention for more than 8-seconds, it means you need to work on the content that you’re placing on the website.

Studies show that if the performance of the homepage is not right, users will rarely move forward and click that dreaded back button and your dream purchase will not be done.

Your website is one of the most important aspects for your business. Small businesses often rely on their website design to help them generate leads. For that you need to know read these tips for website design.

What most of the business owners lack is clarity. The fresh Entrepreneurs are not clear about their core values. This often leads to a weak website. Research shows that most of the startups turn to the internet when looking for information on starting a local business.

If the owner doesn’t know website designing, it’s often becomes a daunting task. This is where this blog comes in. I’ll be sharing website design tips for beginners.

These 10 website designing techniques are easy to apply and the creative web design tips will help you to drive insane traffic on your website.

1. **Avoid Clutter**

Just like humans who need some space to breathe, a website needs some white space to take note. A cluttered website will drive the customers away. On the other hand, if the website is simple and clean, more customers will be driven towards the website.

There is no need to complicate the website when you can bring traffic on the website and build a loyal customer base by a simple website. A cluttered website will make it difficult for customers to understand the business model and core values that a business offer. This brings us to the second point. Keeping your goals in mind while designing the website.

1. **Keep your goals clear**

When I started my first business I was quite happy and excited. I had an idea and I designed a website just to sell my products.

At that time, I didn’t know anything at that time, I only knew a little about website designing but how to leverage social media to sell my products? I was blank. Since I was starting out, so I was presented with the opportunity to try out various things.

But one thing that I still regret is the lack of clear goals when I started the business. In business you need to start with certain things in place. If you don’t know how you will make the sales, you’ll soon be destroyed.

Before you put the website online, you need to ask yourself.

Is the website design portraying my business values?

If they’re not. You need to rethink your website design.

You cannot assume that customers will know and learn your brand personality. It’s up to you to make to reveal your personality and tell the people what you can do with your brand.

1. **Use Relevant Keywords**

 Regardless of how best your product is if people cannot find you online. What is the point of starting the business in the first place?

The core of every business model is sales. If there are no sales, it will be difficult for a brand to survive. With a clear goal in mind you pick a niche and work on that.

You can use Google Ads tool to find keywords that are relevant to your business. These keywords will help you to secure a place in Google search results. Of course, this will take time but if you do it right, this is something you won’t regret.

When people visit your website they’re usually looking for answers. Answers to questions that they want. If the content on your website is engaging and starts answering their questions, they will stick to your website or bookmark your website for future reference. This means you did capture their attention and you can try this approach with other customers.

While adding keywords its important to understand that the keywords you use will establish your reputation. So, you need to be careful what keywords you use. Sure, you can take inspiration from impressive website design trends and learn from it. But in the end, it is all about what customers are thinking about your brand.

Your keywords will act as a gateway between your brand and customers. You must make sure that it is on the right path.

1. **Fresh & Unique website design**

Why do you think Apple holds a prestigious place in the eyes of customers when there are many other small brands Apple?

It’s because Apple keeps things fresh and everything they offer is unique. Right when they started with an iPod to their iPhone. Every tech they build was unique and so the customers turned into raving fans.

Uniqueness is contagious. If you use a unique website design, it will attract customers automatically. A fresh design can hold the attention of customers and get people to stay on your website.

With thousands of pages out there you need to differentiate your design from the rest of the pages out there. Study psychology of colors and how shapes, colors influence customers. If you learn the basics of website design, you’ll be able to create a greater impact on visitors. And hold those customers to buy something from the website even when they don’t plan to buy.

1. **Easy Navigation**

What do you do when are lost in a store?

You ask the shopkeeper. But, if there is no shopkeeper whom will you ask. Will you keep searching for your desired product or wait for the shopkeeper to show up. Studies suggests that people don’t find ease in searching for their product. If the search takes long time they simply leave the store without even telling why you left.

Same thing happens while browsing the website. If the user cannot find what he is looking for, they will simply leave. Customers don’t feel comfortable when they are forced to think.

If the navigation in the website is not clean, it will drive customers crazy. There are tons of websites which are easy-to-browse and even your competitors are working on making their website simple.

You don’t want customers to get lost in the labyrinth of instructions and think what to do next? A bad navigation will steal trust from your customer and they will leave your website without a complaint. This is concerning for small businesses as they don’t have much room to experiment and play.

What you can do is prioritize your navigation?

How can you do it?

You need to prioritize the steps by which the customer can place order without having to think about it. It should be an easy process. From selecting the product to adding it in shopping cart everything should be seamless. If you’re not working hard to make it easy for the customer, customer will also not try to give you any second chance.

1. **The Appearance**

When I was small I used to carry this blue pen. Whenever I take exam with that pen it felt like I know everything about that exam. The pen was a simple pen, but the design was what attracted me the most.

My whole childhood I kept thinking that the pen was magical. I was fascinated by the design of the pen. When I got in college, it dawns upon me that it was not the grip of the pen or the colors of the pen, it was the design that put some confidence in me. And due to that I felt good while writing with that pen.

A similar thing happens with the appearance of the website. While we are discussing tips for website designing it’s important to mention that the design and appearance of the website plays a vital role when it comes to impressing the user.

Especially for small business owners who don’t know much about website designing it’s necessary to learn the basics of good website design.

Here again what is important is to understand the psychology of colors and how shapes make the customers feel. Every shape that you use in the website trigger certain emotions and these emotions can help customers take impulsive buying decisions.

The colors and fonts on your website should be the same as they are on branding materials. One of the serious mistakes that Entrepreneurs make while exploring the creativity is that they alter the core colors and fonts. Now, when customers see the altered version, they fail to relate it with the brand.

Even the photos and the graphics that you use on the website should be easy to understand. Don’t make customers think twice about a picture of a graphic. If you want to tell something to the customer, make it clear and simple.

Stay consistent with everything that you’re using on the website. Not just on the website but on the offline materials as well. When designing a brochure or a greeting card ensure that you’re reflecting every aspect of your brand.

1. **The Content**

Before you even lay down the foundations of a great website. You first need to know exactly what you’re willing to sell. If you know what your core values and what differences you from your competitors are. Formulate your thoughts and start writing them down. One thing that you need to ensure is that whatever you right should answer the problem of your customers.

If the customers know that you can solve their problem. They will stick to your website. Even if you are the best website design company, you will still need good content to support your website.

At present what are things that you’re offering which your competitors are not offering? Make a list of strong points regarding your brand and see what you can add in your content.

The goal of content is not just to write SEO-based content, in fact you need to engage the users. Grab their attention and make them come for more.

If your content is not holding customers for long, you need to change the content and write something attention grabbing.

Another thing that most of the website owners fail to realize is the simplicity of the content. The content must be readable enough. The content should be readable for the common audience and avoid using slang words for the sake of assuming that people will consider you something extra-ordinary. If people don’t understand what you’re writing, nothing else will work.

Show the customers what you can do for them. The modern website design tips ask for small business owners to focus their efforts on the needs of customers. Rather than bragging about what a brand can do for them, you must tell the clients that you are the authority which can help them solve their problems.

Before you go online, visit the competitors and see what they are focusing on. No need to follow that content. Just pick the points which are related to your brand. Infuse a personal touch to that content and show the customers that it is wise for them to purchase from you

# Show products clearly

You need to show the products clearly. This point links back to the navigation. If the navigation is simple it will be easy for customers to find the products and follow the Clear to action button. You can even design CTA buttons in a way that customers feel happy to place order from you.

If the browser fails to present the products in way that customers can’t see what the point of is designing the products. If the customers cannot see your products, it is your responsibility to show the customers clearly.

Another important thing I would like to mention is that displaying excessive products can paralyze visitors and instead of purchasing anything they will leave. Chip Heath and Dan Heath in their brilliant book Made to Stick shared an experiment.

Two groups were presented with choices of jams and asked to purchase a jam from the given choices.

The first group was presented with a variety of 6 jams. While the second group was presented with 25 jams. Which group do you think purchased more jams?

The first group with limited choices purchase more quantity of jams. Why? Because choices were less so it was easy to choose, and people choose without thinking more.

But when people were presented with more options. Ideally, it should have allowed people to buy more jams. But they didn’t. People’s thoughts were hijacked with plenty of options.

The same thing happens when customers see many products at once. If there are a lot of products its impossible for customers to make them stick. With few choices you’ll get more chances to get hold of customers and make them do the right thing.

1. **Is the website easily accessible?**

You don’t need to create a website which cannot be accessed by people. What is the point of creating a website that won’t be accessed by people on mobile or people with color blindness.

Maybe you’re a small business and you don’t have resources to put too many images. It’s okay. You can reduce the spacing in your website and make your website simple. If your user is colorblind, can they access your website?

What are you doing to cater people with disability?

When your business goes online there is a lot of hard work that still needs to be done. A company website is complex. You need to design the website in a way that it can be scaled later. You cannot afford the luxury of redesigning the website if you’re willing to expand on a large scale.

1. **Start a blog**

When you educate users of your industry they will consider you as an expert. When users know that you have something valuable to offer visitors will not just be visitors they’ll transform into fans. And these fans will forward the word out.

A blog will be your platform to inform users on your latest services. How to use your product and what makes your product different from your competitors?

A blog is your way to interact with the customers. When the customers face a problem, they will consult your blog for reference. You don’t have to be boring in your blog. You must add some flavor of humor in your blog.

When you educate your visitors, they’ll find your blog interesting and that interest will help them to come for more.

Your blog is a source to value your customers. When you create value for anyone they in return give you value. Value their time, value their money, and even value their brains.

Make them feel that they are smart. When you give information or teach them some new skill, customers will love to stick to your website and refer it to their friends.

Word of mouth is a powerful thing. When customers have a good experience they will only share with 2 to 3 people. But if the customers feel a bad experience, they will share it to 9 or 10 people.

1. **Surprise your customers**

When I first placed an order with Amazon I received discount. I was happy for it. After 2 weeks I wanted another book from Amazon. But when I logged in and started placing order there was some internet connection issue and I was not able to place the order.

I was devastated. Why was I not able to place order? But when I logged in to my account some internet connection was restored. Amazon presented me with 30% discount. Wow. That was amazing.

Same thing happened few days later and I was again offered some discount. While I was purchasing some other product on the shopping cart page I was presented with add-ons which were useful to me. I purchase the add-ons without anyone even asking or forcing me to. For me it was the element of surprise that helped to stay on the website.

What can you take away from this?

What is the one thing that you can offer to surprise your customer?

Every time a customer visits your website they’re looking for a good experience. If something good is not offered they can feel upset. And when you make an upsetting customer happy they share it with their friends and family.

This is the core of selling anything. Whether you own an e-commerce service that is offering products or you’re providing some service. In every case what you need is to surprise your customer.

A surprise is something that will stick the customer to the page. And if you cannot surprise your customer, think of ways in which big brands make your feel when you visit their website.

Making customer happy is not a choice, it’s a matter of survival. If you cannot make the customers feel that they’re looking forward for something brilliant it won’t help the customers.

You must ensure that you offer something different every time. My friend who owns a blog offer an e-book every week. This book is compiled in a way that it contains all the trends of the industry.

When he started the blog, there were not many hits, but when the e-book started downloading there was a lot of traffic on the website.

I’ve seen emails from some customers. And they were excited for the next e-book.

If, as a marker or website designer you can do something like this, which can entice customers to come back for more. You won the game.

**To wrap it all**

Designing a website is not an easy job. You must work hard and ensure that the customer is getting your message. These tips for creating a website are just your gateway to grab the attention of the market and create a good name for your brand.

There is no one right way to succeed but if you miss any of these methods, you might miss the opportunity to grab the visitor.

Starting a business is easy. But to keep it running is hard. If you’re willing to make a sale or grab attention of the customer, you need to plan things prior.

Will the customer like your product? Will the website Convery your core message? How will the content on the page affect the image of your brand?

These are questions which needs to be answered before you start designing the website. If you don’t ask these questions, your competitors will ask them and do something about it.