

Best Practice Website Design



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UX & UI Design

- Logo in top left
- Contact in top right
- Main navigation across the top
- Home page banner/image
- CTA high & prominent on home page
- Search feature in header
- Sign up box in footer
- Social media icons in footer
- Simple navigation structure
- Colour scheme to match branding
- Consistent typography to match brand guidelines
- Value proposition high & prominent on home page
- Reinforce actions with the same CTAs on all pages
- Contact form on home page & contact page

Optimisation

- Optimized for mobile devices
- SSL certificate installed and current
- Website speed, page load <2.5s

Content

- Minimal text, more visuals
- Short sentences & paragraphs
- Minimum 500 words per page with SEO-focused content
- Blog page included with regularly updated content

Mobile

- Website speed, page load <2.5s
- Responsive web design
- Compress images for web
- Larger, more readable font
- Appropriate button size and placement
- Avoid pop-ups
- Include CTAs

