



Picking a website design

Many people don't think about how they would like their website to look before going to see a web developer, but the design of your website is very important.

Primarily, the design has to tell the user within 25 seconds what the website is about so the user can decide if they want to stick around or go back to their search engine results to try someone else. 'A picture is worth a thousand words', is a phrase well worth keeping in mind, if you only have a few seconds to convince someone that your website is what they are after, some well placed imagery that's part of the design can really help as they are unlikely to read any text.

Consider the industry that your company is in, a kids fancy dress costume website would not look the same as a hen parties website or an accountants website! Users are already programmed with set meanings to certain imagery, you need to work alongside that. However at the same time, you also need to look different! If you look exactly the same as everyone else, then you won't be remembered by your visitors and could lose out on repeat hits/business.

You can give your designer a helping hand by visiting websites you like and dislike before you have a meeting, this way the designer can get a better feel for your industry and your personal views. Remember, you know your business vastly better than the designer, so for them to be able to produce something that works well, you need to give them as much information as possible. But do listen to their advice too, they know what doesn't work well on the Internet and can help transfer your concepts into a really great website design.