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A website is the part of business organization that gives the first impression about the core of your business, brand, industry and company. A great website means not only design, but should also consist of the advanced features of web, such as web 2.0, color combination, navigation links and banner images. Your commercial website should not have to be complicated or a meshed up, it should be simple yet powerful.

Simplicity and quality are the two most significant aspects that are involved in the creation and development of a good website design. Color, graphic and proper typography are some key factors that are important for the creation of a balanced design. If you really want that the visitors should come to your site and return to your site over and again, then you must create a site that is user-friendly and attractive. Apparently, we can say that it is utmost important to include content, images, logo and banners in your design as they can help to build up great impression on your target audience.

Here are 4 simple rules of basic design to be qualified as a quality web design.

Content and design at the same time: A designer, who fails to understand the business of a website, will almost fail in the creation of a catchy design as well. Hence, the creation of a great design is only possible when the design goes hand in hand with the content. You should try to integrate banners and graphics elements in your website as it will deliver better results instead of just being 'catchy'. Try to upload only light graphical images or elements as it will not reduce down the loading speed of your website and will also represent the content of your website in a more attractive manner. In other words, content and graphics should have a close intimacy with each other.

Create lighter images: Always think about your reader when prior setting fonts, colors, image size and advertising areas. Make sure that you keep the graphic images small, mostly 15-20 KB. It has been observed that mostly the webmasters mainly focus on creating a visual without thinking about its representation on the Internet. Websites with heavier graphical elements and images delays the loading time and are less productive as well. Generally speaking, many good designs lose their appeal due frequent blinking of fancy images. If you want your design to appear very upright and nice-looking, then forget about fancy images. Always create a layout that perfectly balances graphic elements and content with advertisement. You will be surprised to see the results if you successfully implement this idea.

Cross-browser compatibility: Cross browser compatibility is an important part of the web designing process and do falls under the purview testing phase. It is important to ensure that a website is accessible through all browsers. Everyone around the world not use the same web browser. Some of the chief web browsers used across the world is Mozilla Firefox, Internet explorer, Netscape navigator, Safari, Google chrome, Opera, Mozilla navigator, Mosaic etc. If your website is not accessible through all these browsers, all your efforts will come to waste. So, check your designs in all different browsers before making it live.

Fast, Clean and Simple: With the fast growing advancement, the expectations of the online visitor keep on increasing day-by-day. Fast running is the name of the experience on the internet. To accomplish this objective, be sure to take care of: internet browser compatibility; security against germs and bugs; and anything that could slowly reaction time to an end individual. Clients just want to get the products or services, through easy online transactions. Making a website straight forward and easy to get around makes discovering preferred products faster and simpler, which tends to

sketch a client back to such an enjoyable purchasing experience. Guests want to have an obvious navigational program on each web page by preventing extreme simply clicking, scrolling, or anything other such needless actions. Use as little display as possible; be sure all material is remarkable quality; and use occasionally any of the more complicated and fancy application to make an impression on visitors.

Before you set up a website be clear about your goals and target people and then go about it. Hope these tips will help you in your website design and website planning projects.

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[Lukehenry](#) - About Author:

Ashish Verma is the owner of a [Web Developments](#), an edge of a [Binary Tree](#) Pvt Ltd located in Delhi, India providing creative a [website designing](#) and development services for each client by understanding their targeted audience and implementing industry standards.

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