From Visitor to Customer: 5 Website Design Tips to Help You Bridge the Gap



As increasingly available information makes it easier for businesses, graphic designers, and web developers to create more efficient and striking websites, a large number of professionals are providing ever-more innovative platforms for their clients and customers to use online.

Mastering the essentials of web design can take time, of course, but the benefits of top-tier web design to Google search result placement and customer conversion rates can be truly outstanding: A good website in 2019 doesn’t just look great, its custom design will also turn site visitors into long-term customers.

Here are just 5 website design tips that can help your business achieve stunning results, and why they might just make 2019 a banner year for your company.

1. Hick’s Law

For many web designers, the question of how much content to include on a website is a considerable one: Keep site design too simple, the thinking goes, and a customer may not understand what the website is intended to do or where essential information is located in a site’s architecture. Make a site too complicated, and users may become bogged down by the sheer number and variety of choices that they will encounter.

Web designers often deal with this question by employing Hick’s law, which says that the more decisions a person must grapple with, the longer they will take to make a decision.

Named for the English psychologist W.E. Hick and his studies on the way in which people make choices over a given period of time, the law is now used to determine everything from website design principles to Fortune 500 marketing strategies. By using Hick’s law, you will be making it easy for customers to choose and purchase the products or services that your company provides.

To implement the principles of Hick’s law, try streamlining your site to include only the most relevant information that customers will need to choose a product or service. For a site like Google, whose customers simply want to search for websites, that can mean a minimalistic approach that includes a simple search bar, an easy-to-load graphic, and a plain white background.

For Amazon or eBay, employing Hick’s law means breaking down products into specific categories so that site visitors do not become overwhelmed by the sheer amount of information available to them.

2. Responsive Web Design

As an increasing number of mobile app-based businesses such as Instagram take the online marketplace by storm, more and more business leaders are wondering if they should emphasize the development of a mobile-based app platform over a traditional website.

Of course, there are certainly benefits to both paths, but there are some seriously compelling reasons to move a business forward with responsive web design as a priority.

One such reason is that many customers prefer websites over having mobile apps for every single store. More often than not, the question of whether to shift a company's focus towards mobile app development or put primary web development effort into creating a dynamic website is largely a question of what goals the company aims to achieve in the long-term.

A business that shares user-generated content or links customers to service providers (Uber being a prime example) may find that a mobile app is an optimum platform for achieving their aims. A site that provides extensive information about products or services such as Amazon might delegate more time to maintain a responsive website that automatically scales elements depending on what platform the user accesses it from. It will display more information on PC, and less on the phone to ensure intuitive navigation and ease of access.

3. Content Placement

It is no secret that great site design draws more views from potential and actual customers and that these views can benefit a company's Google search rankings. So how exactly does one create content that attracts customers while keeping such information visually appealing?

To answer this question, we can actually draw on aesthetic principles that have been around since well before the great Renaissance artists codified concepts of design beauty that we still use today. These principles can be broken down into three main categories: F-shaped pattern design; Z-shaped pattern design; and the Rule of Thirds.

The F- and Z-patterns central to graphic design are fairly simple concepts and relate to how information in visual design can be connected by the “direction” of elements within a visual composition. In fact, you’ve probably seen these design elements every time you’ve accessed a major website or mobile app: Most news websites use the “F-shape” design element by framing information through a headline, sub-headline, and sidebar to the viewer’s left, letting the eye rest on the strong “F” shape created by the lines of text.

The Z-pattern involves a similar design concept to the F-pattern: By drawing a “line” at an angle across the “frame” of a website from the right side of a top border to the left side of a lower border, a viewer’s eyes will naturally be drawn to new information in the lower right-hand field of their vision. This is why so many sites place important links such as purchase buttons on the lower right-hand side of a website screen.

One of the most important elements of visual design in history, the Rule of Thirds states that the human eye is attracted to visual compositions that are divisible by thirds. Most of us actually encounter this rule at any time we see a great painting or watch a movie.

At its heart, the Rule of Thirds is what enables our vision to feel “at rest” when viewing a piece of visual art. Something about the use of design divisible into three parts connotes a feeling of balance in the viewer, and such divisibility is a powerful tool for web developers and graphic designers to use.

4. Security Measures

One of the most important ways for web designers and company to build trust with potential customers is to use cutting-edge security measures to protect customer and client information. In 2019, companies need to be their customers' first wall of defense from identity thieves if they want to take their business to the next level.

Indeed, whether customers are simply providing their email addresses for company newsletters or are using credit or debit cards to purchase a product or service, make sure that your site design includes a good security apparatus to protect customers from identity thieves. The right security measures can truly strengthen long-term customer relationships in a way that few other elements of site design can!

5. The Right Colors

If you've ever spent time on Instagram, you know that a major component of the effective graphic design is the use of the right colors to convey a company's core message and philosophy. A business like Playdoh (@playdoh) creates a graphic design twist on an old children's favorite with their Instagram account by employing strong primary colors evocative of childhood wonder and playfulness.

To convey a sense of strength and teamwork, on the other hand, the Nike Instagram account (@nike) employs simple reds and blues to suggest self-confidence and achievement. When choosing colors to accent your web design, try picking shades that match your company's or client's core values. The right color design will really impress customers and take your site to the next level!

For these reasons, striking the right balance with web design can increase customer conversion rates in ways that few other

initiatives can. Whether it’s via the implementation of Hick’s law or by striving to protect customer information from identity thieves, good website design is sure to bring more site visitors into the fold of long-term customers and clients. And that is truly web design at its best!

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