



Criteria for Website Design

Your business' website is one of the most important tools you can use to increase your business leads and drive up the growth of your sales. There are a few elements that good website designs have in common. The best website designs are the ones that work well and are informative, but that are also visually appealing. A website designed so that it runs smoothly and catches the eye will insure that people will return time and time again.

A good website design includes:

- Appropriate Design
 - Does the website design appear professional?
 - Is the website design visually interesting?
 - How accessible is the information and is it easy to understand?
- Consistency
 - Users don't like to look all over a page for information, so it is important that every page have a similar look and feel.
 - By using the same fonts and heading styles in your website design, it is easy for the user to find their way around the page.
- Efficiency
 - You want your user to be able to find what they are looking for easily and without hassle. To do this ask – Is the website design easy to navigate?
 - Aids, tools and help resources make a website design more user-friendly.
- Organization
 - Users like a website design that follows a logical pattern – A disorganized website design can be overwhelming and confusing.
 - Does the website relay the information in a concise and informative way?

To discuss your custom website design, contact us via [E-mail](#) or call us at 281.759.0202.

