Common web site design mistakes you need to know about

How to distinguish between good and bad web design services

Any time you or your business hires professional services, itreally pays to know how to judge what youre paying for. Price along is not asufficient guide to quality. Nor are testimonials, examples or proposals. Toget a true feel for who the best candidate for the job might be, its worthlooking at all these things together.

But its also immensely helpful if you do a bit of research.Were not saying you should prepare a thesis on the subject. Just learn enoughto know how to judge those examples and testimonials and how to put differentprices in context properly.

In the case of web design services something pretty muchevery business these days has had (or is going to have) to negotiate theresa vast number of measures by which to judge the quality and value ofprospective providers. The more you know, the better youre able to judge. Hereare two important mistakes web designers commonly make that you should be awareof.

Inconsistency is the mother of all bad web design. If awebsite looks one way or does one thing on the homepage, then looks or doesanother in other pages, visitors are quickly going to become confused andunconvinced of your quality or trustworthiness. Design elements, layouts,links, forms everything has to be stylistically and functionally consistentthroughout. Your websites interface should be clean, logical, user-friendlyand above all consistent.

You will have heard the saying less is more. Right now, inweb design, less really is more. More attractive, more engaging, more likely tomake a visitor feel like they want to know more about your business and browserfurther into your website. If a designer shows you examples of sites theyvedone and those sites are cluttered with copious amounts of badly formatted copyand awkwardly placed images, steer clear. You want to present only the mostessential, useful information to visitors. The more you clutter a crowd awebsite, the less youre able to clearly communicate the important stuff.

When youre in the middle of choosing which web site designservices are going to best suit your businesss budget and requirements, lookout for these two things. Go for consistent over confusing, and keep away fromclutter in favour of simple, clean design and layout. Anybody who tries to sellyou sites that look too busy and dont function consistently isnt worth yourtime or money.

Contacts

Mark Taylor
1300866193
mailto: marksns@hitmeplease.com.au