



## Top 2 Web Design Mistakes That Can Sabotage Your Business

By Lee Rekman Essentially, creating a web design or a redesign is meant to improve a business' online performance. A revamped website brings that upgraded look and feel that can attract visitors and potential customers better.

With that said, it pays to remember that not all website design projects become successful. Businesses and organisations may not realise it, but they are likely committing missteps that lead them to a non-performing design. In the worst cases, these mistakes tend to cost them a lot without bringing them significant returns.

It is for this reason that you must proceed with every step of your project with a thorough plan and strategy.

**The Impact of Website Design on Digital Performance** Before anything else, you should remember that web design is more than just adding pretty pictures and choosing great fonts for your text. In reality, this includes improving your website's overall appearance and functionality to benefit its users.

Considering this, there are other factors you need to consider aside from visual appeal. You also need to think about how visitors will use and navigate your site. Is your homepage crowded with overwhelming chunks of text? Is your menu easy to find and use? Are your pages loading fast enough for your visitors?

Those are just some of the many questions you will have to ask throughout your website design project.

Read the full article, [click here](#)

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