



# **Website Design & Development**



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Since the turn of the century, almost everything has moved online. Music, entertainment, basic tools and commerce have all switched from analog to digital. These days, when it comes to staying relevant, survival means adapting.

It is crucial in today's digital world that businesses have an up-to-date website to be a player in the competitive marketplace. A website is an organization's face to the public, and typically, the first interaction would-be consumers have with a brand or service. Having a well-designed website puts the company's best foot forward. It also forms a foundation of credibility and authority upon which the company is then able to showcase products, services, brand values, messages and mission statements to potential customers.

If a company has a poorly designed website, it can actually be more detrimental than if there's no online presence at all. A poorly designed website can frustrate customers and lead them to hold a negative opinion of a company they were previously neutral on. It doesn't matter how innovative your product is or how niche your service is; if you don't have an effective platform to present it from, your business will not thrive.

# Designing With Purpose

Web design and UX have a massive impact on the amount of traffic a website receives. Optimizing is the best way to improve your website's effectiveness and produce real results.

## What is UX?

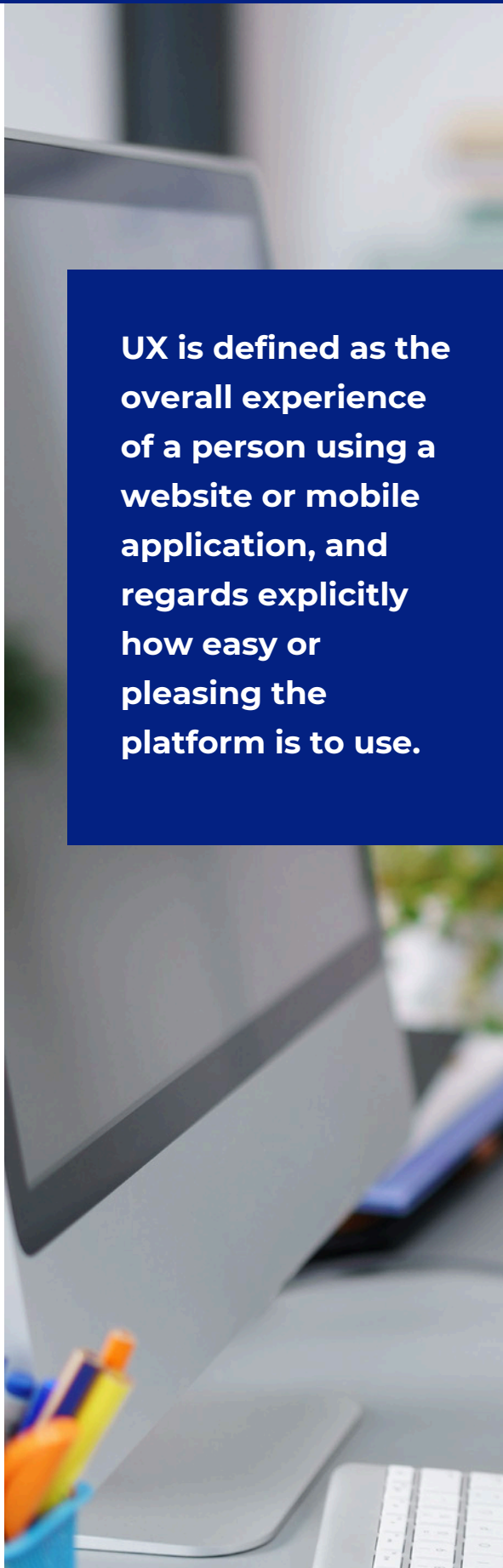
User experience, or UX, is defined as the overall experience of a person using a website or mobile application, and regards explicitly how easy or pleasing the platform is to use. UX design is the process of creating these products and experiences for users. It's an all-encompassing process and, according to Interaction Design, involves the development of branding, design, functionality and usability.

It is typical to see the terms UX and UI used in the same context. UI, or user interface, is a subset of UX that deals with the graphical layout of a website or application, including button placement, text blocks, images, sliders, forms, screen layout and more, according to UX Planet. UI designers pick colour schemes and fonts to ensure that the website or app is visually attractive.

UX design is a discipline that is entirely centred around the user. A UX designer must anticipate and account for every step of the website or app's journey and optimize every second a user spends on the site. It is critical that designers have a deep understanding of the company's user base, and that the customer's point of view is the starting point from which all design and development take off.

## What the People Want

Staying up to date with industry trends and user behaviour is essential when it comes to making the right decisions in

A blurred background image showing a computer monitor, a desk with a pen holder containing several pens, and a keyboard, suggesting a workspace or office environment.

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design. To optimize your site's traffic, you'll want to include content that generates high-performing organic search results.

Images are returned for 27.9% of search queries on Google, according to SERP statistics from Moz. It's wise to incorporate images into your site's design, and also include content on, for example, a blog page that features tagged images.

Another interesting statistic from ViSenze is that 62% of Gen Z and Millennials want visual search more than any other new technology. It's wise to stay ahead of the demand and start incorporating lots of optical elements into your website to ensure you're a top result when visual search becomes used more widely.

## **Essential Design Elements for SEO**

There are a few critical elements to consider when designing a website that has a substantial impact on how users interact with and feel about your site and brand.

### **Layout**

Imagine you're attending an apartment showing. As soon as you walk through the door, you notice the shoes by the entrance, the bench strewn with keys, lanyards, purses and backpacks and a toy in the middle of the floor. Do you even want to go inside anymore?

A cluttered website, and especially a cluttered landing page, can be incredibly detrimental to your business. 94% of site visitors form their initial impressions of a brand based on the appearance and usability of the website, and according to Kinesis Inc., it takes less than 50 milliseconds for users to form an opinion.

Secure leads right out the door with a clean, organized layout that presents a clear path for users to follow. Pick up the shoes and toys, and welcome visitors into your site. Display your trophies and certifications in a designated cabinet (or on a designated page), and consider setting out a warm batch of cookies to give people a little incentive to stay (a pop-up coupon for first-time visitors works, too).

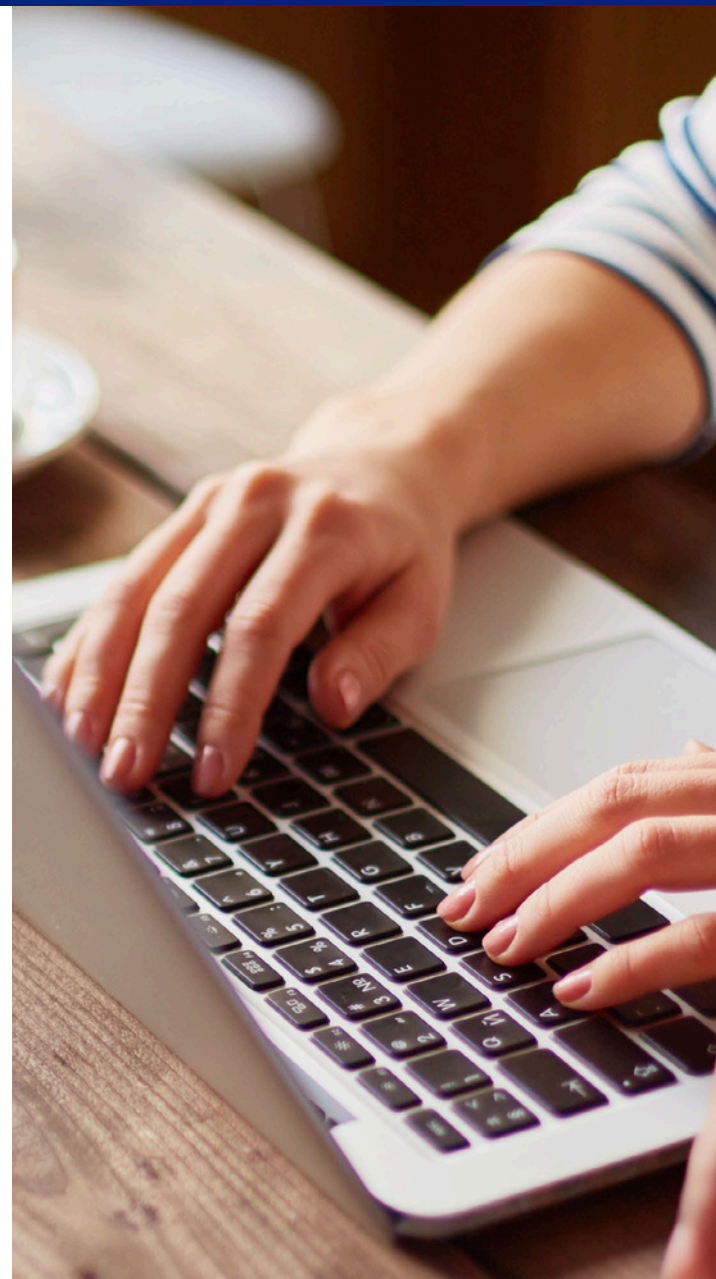
## Navigation

Navigation, when optimally designed, should provide users with a natural flow through a site, and allow easy switching between pages and modules. Confusing navigation or a path that requires too many clicks will turn a user off to a website and the brand it represents. They're likely to leave right away, and, according to Gomez, 88% of visitors are disinclined to return to a site after an initial bad experience.

Streamlining navigation makes a site more convenient to use, and increases the likelihood of making a sale and retaining a customer.

## Site Speed

The loading speed of a website is another factor that affects a user's experience. On average, 47% of consumers expect desktop web pages to load within 2 seconds, and 40% will abandon the page after 3 seconds. Additionally, 53% of mobile users will leave a site after 3 seconds, despite average mobile load times hovering around 22 seconds. Avoid using too many flash elements or slow-loading images to ensure the users who make it onto your website stay there.



**88% of visitors are disinclined to return to a site after an initial bad experience.**



# Professional Web Design

When it comes to something as important as your company's website, it's worth the investment to hire a professional to design it.

## Webney's Experienced Professionals

It's best to work with a local company that's specialized in web design and familiar with your target audience. Webney puts businesses in direct contact with expert consultants to cover all the bases you need to succeed in the digital marketplace. You'll enjoy enterprise-quality site design at a fraction of the cost when you work with Webney to step up your online presence.

Our designers are experienced across the board and are capable of delivering high-quality graphic and website design. Each member of our team is highly specialized in one or more areas of the work they do, and when we work together on your site, we'll be sure to cover all your bases sufficiently.

Webney can regulate and control the quality of the work we put out because all of our dedicated staff are held to the same high standards. When you work with us, you can be sure the work you'll receive is top of the line.

**Our designers are experienced across the board and are capable of delivering high-quality graphic and website design.**

# Webney's Design Services

## Webney offers: **Traditional**

### **Website Design**

Recreate your online presence with a design refresh from Webney. Our experts can work with your existing assets or start entirely from scratch to make sure your website utilizes a clean interface with professional visuals and provides the best experience possible for your users.

Webney developers consider technical and on-page search engine optimization along every step of the design process. This helps ensure your brand consistently ranks higher in online searches, drawing more potential customers to your website and more revenue to your business. One of the significant factors our developers consider when optimizing sites is the use of high-quality content with relevant keywords recognizable by major search engines' algorithms.

### **Web Development**

If your website needs more than a surface-level makeover, our backend developers will make the necessary changes to improve your listings in online searches. Every web designer on the Code Web design team works closely with our technical SEO team throughout the



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**People are increasingly accessing online materials and webpages from their mobile devices.**



development process to ensure not a single missed opportunity for optimization slips by. Webney takes extra measures to carry out some often-overlooked SEO tasks that improve site architecture, including removing potential errors and broken internal links, which makes it easier for Google to discover new pages. On the technical side, our developers will help reduce your pages' load times to ensure customers don't leave your site out of frustration or impatience.

## **Mobile Web Development**

People are increasingly accessing online materials and webpages from their mobile devices. If someone can't access your site from their phone right at the second they want to learn more about your company, it's unlikely that they'll take the time to look you back up on a desktop computer later on. Don't miss out on a single business opportunity. Webney's local design team can redesign your current website to function on multiple platforms, and can even design a new, mobile-first website for you from scratch.



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