

<content – good web design>

What makes good web design?

Let's get this straight from the start. Good web design is not just about cutting-edge technology and creative graphics. They certainly help (and here at Mediatube we like to keep ahead of web trends in both camps), but equally important is your site's ability to fulfil business goals.

So before we start designing, we like to get a good idea of your business requirements and target audience in considering the following design elements.

The elements of good web design

Website navigation

Good site navigation is all about anticipating the behaviour of your customer and clearly signposting their next step. So it's worth putting yourself in your customer's shoes to consider their needs. Prominent menus will ensure your visitor never gets stuck or lost on your website, while attractive visual links to important information, 'calls to action' or special offers will help your website to meet your business goals.

Web Copywriting

Somebody somewhere coined the phrase 'content is king'. We're not sure where it came from, but we're convinced of its accuracy. There's no point in having a beautiful web design if your web copy and content isn't persuasive, relevant or well organised.

Good design relies on good copy. So if you do not have the time or skill to do it yourself, we're happy to put you in touch with a specialist web copywriter.

Layout and imagery

Before a customer engages with a site, they'll quickly scan a page, taking in what's relevant, appealing or useful to them before deciding whether to dive in or leave (hence the importance of an uncluttered home page with gateways into the site).

In fact, within seconds, the average visitor will have made quite a few assumptions about your organisation, based on the quality of web design and imagery alone. That's why we use a variety of design features that help draw your customer's eye to important content.

Usability

Usability is the overarching term for everything we've discussed above, plus the technical stuff. Customers will fall over themselves to thank you if you've given due attention to their needs. And that's really what it's all about. For instance:

- Does your website load and respond quickly?
- Can they easily find what they want, wherever they are?
- Is the checkout process quick and intuitive?
- Does the web copy anticipate their next move and aid decision-making?
- Is the web content clearly laid-out and attractive to the eye?

[View our work](#)

At mediatube, we're passionate about good web design that helps meet your business goals. For a free consultation, drop us an [email](#) or call 01179 109 577.