Getting the most from your Web Designer

When people call to discuss a web site, one of their concerns is design. Sometimes people have firm ideas about a design approach and sometimes they prefer to be lead. Resoundingly though, people ask for “clean”, “plain” design often on a simple white background. They complain about “clutter” and say it hard to get to the basic information on a web site or that it’s hard to navigate on a phone or tablet. Here are some design issues to consider…

Does your web design work on all platforms – desktop, mobile and tablet?

This is called “responsive design” and it simply means that the web site reformats to suit the device it is being displayed on. It does this *without* going back to the server to get a duplicate, mobile version of the site. Google will make your site come up higher on the *mobile* search results pages if your site is responsive. There is a test here provided by Google so you can see if your site is mobile search friendly.

Does your web design respect your band or undermine it?

You may have invested thousands in your brand on signage, car wraps and business livery. The last thing your Auckland web designer should do is alter or vary your brand in some way. Your online and offline marketing should build on each other, and not fight each other.

Is there too much going on, on your homepage?

Clutter. It's a problem. Visitors load your homepage but don't know where to look. Most news websites suffer from this problem. If you have a lot to offer and you want your homepage to reveal all your services and products, you run the risk of confusing people. Your homepage web design should focus your visitors on your high-value products where most of your money is made. Try not to distract people with banners and widgets the flick on and off.

Does your web design have a clear call to action?

Have you ever had to search through a web site for a phone number? It's annoying and frustrating. Make sure your web design features your call to action prominently e.g "call this number" or "complete this form/survey". In short, does your web site make it clear what you want people to do and when? Spell it out.

"I don't want any text on my homepage!"

From a design point of view, having a homepage comprised of graphics alone sometimes appeals to a web site owner, but avoid this as doing so will make your site less attractive to Google. Also, text loads faster than graphics and normally says more. In this instance, you are choosing between form and function: graphics-intensive design (form) versus search engine visibility (function).

Photography will make or break your web design

Rubbish in, rubbish out: if you provide blearry, vertical mobile phone



The difference a professional Photographer can make: the inset was supplied by the web site owner, who subsequently had a Photographer retake all the images.

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Ask yourself: would you buy online without seeing an image of the product? Would you buy anything on Trademe without seeing at least one picture? Would you buy if the image was low quality – what would that say about the product?

When you buy online it is usually the photography that sells the product.

Surprisingly though, the photography on web sites can often be substandard. If you think your pictures could work harder for you then we recommend finding a professional photographer. There are New Zealand photographers who specialise in different types of photography including real estate photography, accommodation photography, and product photography – these are prime examples of where quality photography really matters. When it comes to putting your best face forward, quality profile photos can really help with

making a personal connection with your clients.

For more generic stock photography, we are more than happy to source these for you.







Clean and uncluttered web design

In summary, in terms of web design, *less is more*. Web site owners prefer “clean”, “plain” and uncluttered web designs that load quickly on all platforms. Click through your competitor’s web sites, how does theirs compare to yours?