



WEB DESIGN TECHNIQUES AND BEST PRACTICES THAT ACTUALLY WORK

With the right design strategies, you can turn your site into a digital powerhouse that attracts and retains visitors.

1 Responsive Design: Because Nobody Loves Pinching and Zooming



Responsive design ensures your website looks amazing and works seamlessly on every screen size, from a massive desktop monitor to a smartphone.

Why it matters:

- A smooth journey keeps visitors engaged and reduces bounce rates.
- Well planned user journey increases the conversion.

How to do it:

- Use tools like Google's Mobile-Friendly Test to check your site's performance.
- Well planned user journey increases the conversion.

2 Accessibility: Good Design Includes Everyone



Accessible design means creating a site everyone can use, including people with disabilities.

Why it matters:

- Accessibility isn't just ethical; it's often required by law.
- It enhances your brand's reputation and reaches a wider audience.

How to do it:

- Add alt text to images to describe.
- Use readable fonts with a contrast ratio that meets WCAG standards.
- Include captions for videos and ensure keyboard navigation works flawlessly.

3 Speed: Every Second Counts



Website speed is vital; it should load in under 3 seconds to prevent losing 53% of visitors.

Why it matters:

- Speed directly affects conversion rates. The faster your site, the more likely people are to stay and take action.
- Google ranks fast websites higher in search results, giving you a competitive edge.

How to do it:

- Compress image size to reduce load times, enable browser caching.
- Use tools like GTmetrix or PageSpeed Insights to identify performance issues.

4 Content Strategy: Is the Secret Sauce to Hook Visitors



Having clear, valuable, and engaging content is the secret sauce to hook visitors

Why it matters:

- Your content guides visitors, answers their questions, and convinces them to act.
- Well-structured content improves SEO, helping your site rank higher.

How to do it:

- Create a content strategy based on your target audience's needs and pain points.
- Use headlines and subheadings to break up text and make it scannable.
- Include strong calls-to-action (CTAs) like "Sign Up," "Learn More," or "Shop Now."

5 User Journey = Don't Make Them Think



Keep your website well-planned, straightforward, and clear so visitors can enjoy a seamless journey.

Why it matters:

- A smooth journey keeps visitors engaged and reduces bounce rates.
- Well planned user journey increases the conversion.

How to do it:

- Use clear menus and navigation to make your site easy to explore.
- Add breadcrumbs and internal links to guide users.

Why Guess When You Can Hire the Best?

Building a great website takes more than a great design. It requires strategy, technical skills, and understanding your business to ensure functionality and visual appeal.

At Mrkt360, we focus on crafting websites that drive results. With fast loading speeds and mobile-friendly, accessible designs, we ensure your site performs at its best.

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