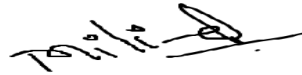## Subject:- Web Designing & Internet Applications

e-Content-L4: Golden Rules of Web Designing

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Five Golden Rules of Web Designing

Designing a great website isn't only about combining the components to create an attractive and user friendly interface. Website designing, in fact, requires a well-researched strategy. Only investing handsomely on web designing agencies isn't going to help your business much, no matter how proficient resources you hire and how much time you allot. If you are planning to launch a website for your business, you got to do extensive research based on your needs and working style, to have one that drives your business towards success. The same also goes for the website designers who need to have a clear idea about how to fuse all the elements in an effective manner so that each one of them contributes towards a common goal. Web designing combines a lot of components including layout, topography, aesthetics and many more that ensure a website's objective oriented and smooth functioning. Here are five golden rules of web designing that you must follow to create a great website:

1. **Define website goal**-Define the purpose of your website and design an interface that serves the purpose efficiently. Focus on what you are trying to achieve for your organization through your website, like whether you want to entertain people or deliver information or sell products. It's important to combine the web designing elements in a fashion that helps you achieve your goal.

2. **Highlight your brand image**-Focus on your brand image and choose elements that best defines you. The look and feel of a website matters a lot. It should mirror the character of your brand and impress the visitors by eliciting the right emotions. Don't get driven by the latest trend and carefully analyse what color schemes and images would give the desired "*feel*" to the visitors.

3. *Identify target audience*-Analyse your customers and prospective clients on the basis of their gender, age, profession, behaviour and technical competency. Identifying the target audience helps to decide upon the aesthetics and functionalities of websites. Determine whether your target audience are tech savvy or kids or women and choose a user-centric design.

4. *Analyse competitor websites*-Analyzing the competitor websites is important to get your website noticed among so many, offering similar services. Scrutinize what competitors are doing and incorporate something unique in your website to make a better emotional connection with your audience. Also, optimize your web design to get a good search engine ranking. Using relevant keywords in your content boosts your ranking and maintains the web visits.

5. *Evaluate and improve*-After designing and deploying your website, measure the results and find out if your website is actually working towards the specified goal in the specified manner. Ensure that your strategic planning and implementation has coincided and the website is efficient in fulfilling your goals. Continuous improvement is important for every website to increase visits and win clients. By measuring results and through feedback you can find out errors, areas that need improvements and elements that are required to be updated. Web designing requires consistent focus on your goals to create a website that fulfils a specific purpose. But often the latest trends and alluring components divert the attention and people end up having a beautiful website that doesn't actually work towards the objective. Avoid falling in such traps and design a website that maintains a perfect balance between its aesthetics and functionality.