



Spotlight:

5 guidelines for exceptional website design



Whitepapers and technical documentation

Information about this document

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Make a great first impression !

The website represents your business online: So ensure that the site is matching your business' **corporate identity**.

→ A **professional layout** is putting the reader's focus to contents (e.g. by using clear structures and few, carefully chosen colours).

→ **Publish quality contents**, worth reading. Your website is much more than just a digital leaflet. **Think "added value" !**

→ **Structuring contents** in a meaningful way and take care about the **flow of information** (usually from left to right and top to bottom).

Keep layout and contents consistent !

Build **harmony between layout & contents**, consider the **layout just as a foundation** that puts a frame around your contents.

→ Arrange all elements of the site in a **grid fashion** to keep them well organized.

→ Apply the **same consistent layout** to the homepage (index page) and content pages.

→ Use the **layout to organize your contents** (like headlines, lists, text boxes, etc.).

→ Prefer **authentic footage** (page contents must match the statement of the pictures).

Write contents for your audience !

Before planning a website more detailed, **perform a target group analysis !**

- **Who** is your target audience ?
- **What** is your target audience looking for ?
- **How** can you reach them ?

Considerable factors:

- **Who:** Age, gender, income, milieu.
- **What:** Information, entertainment, advice.
- **How:** Neutral businesslike, emotional.

Create a solid website navigation !

The visitors must be able to **access desired information quickly**.

Intuitive navigation: People should never need to think about how to use your website.

→ Put **horizontal navigation elements** within the first third of each page and **keep track of user's current position** ("breadcrumb trail").

→ Decide for a **hierarchical site structure:** Overview-contents-details. Max. 3-4 levels.

→ Add **"go back" links** to each page (to the previous level and to the homepage).

Avoid stupid gimmicks !

Accessibility and usability have priority over exaggerated use of latest web trends.

→ **Multimedia elements** (like animations, videos, sounds) should be added only to **support the presentation of contents**.

→ Provide **alternatives to non-textual contents** (keep "accessibility" and "search engine marketing, SEO" in mind).

→ Always ask yourself: "**Makes it sense** to add multimedia elements and use optical effects at this place ?"

**The
perfect
business website !**

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Our portfolio covers **business consulting, software development** and **IT services**. By means of our innovative solutions, we support our clients in taking advantage of today's information technologies to work more efficient and more profitable.

Our philosophy is simple: We want to establish **long-term business relationships** by carrying a **high degree of responsibility while working results-oriented**.

Contact Information

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You have **questions, which are related to this whitepaper** and want to get in touch with the author ? Please have a look at the title page to find the author's name and personal e-mail address.

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