

# Website Design Essentials



Hosted by:

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Hoot Host - <https://hoot.host>

# Modern Website Design Standards

- What creates a professional website design?
- Standards and practices to meet modern web design presentation and ideal user experience:
  - Graphic Design & Branding
  - User-friendly Layout & Organization
  - Mobile Focus & Optimized UX
  - Design with integrations and technical requirements planned in your approach





**Let's explore some key aspects  
of creating a modern, professional  
website for your business.**



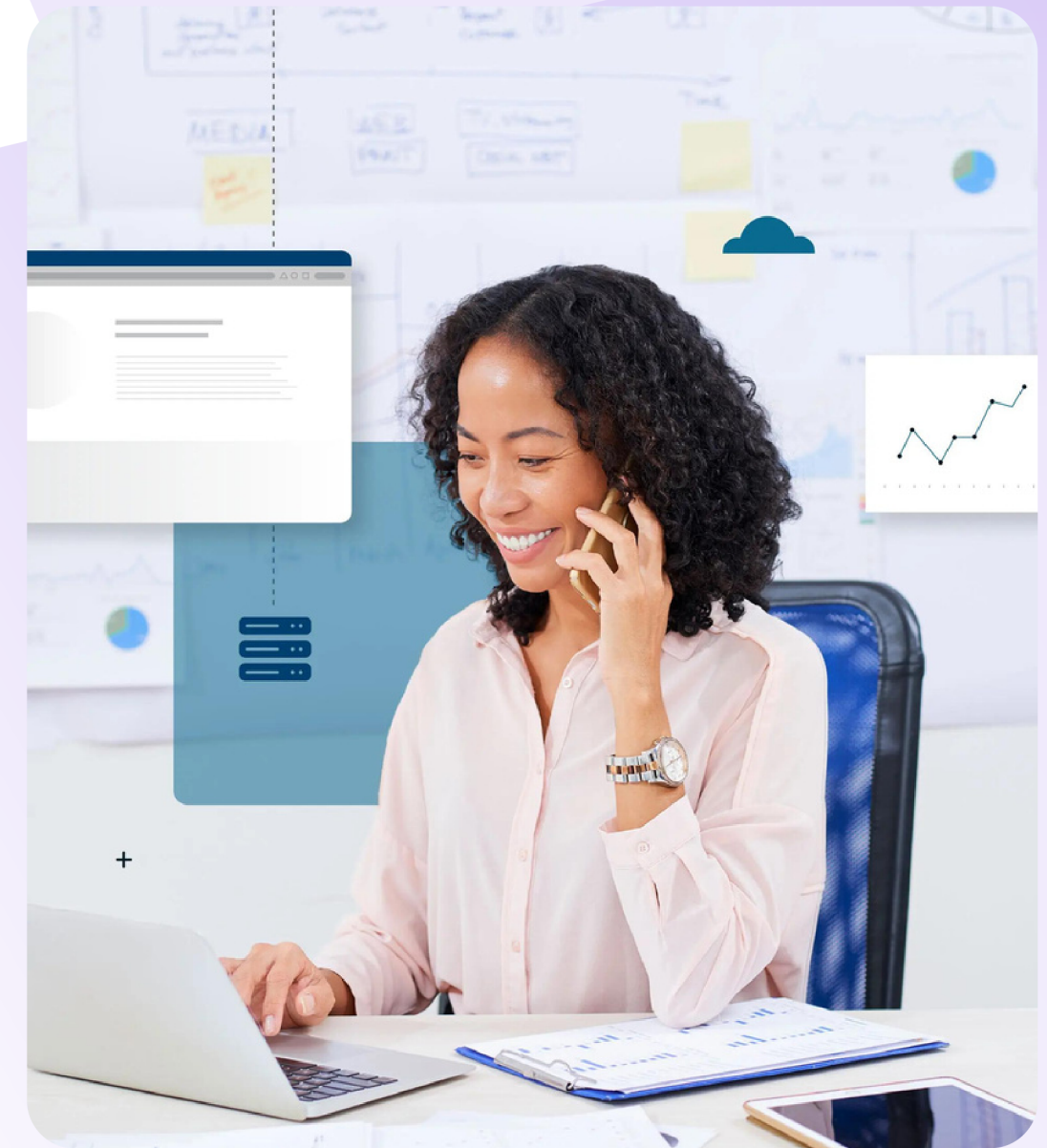
# Graphic Design & Branding



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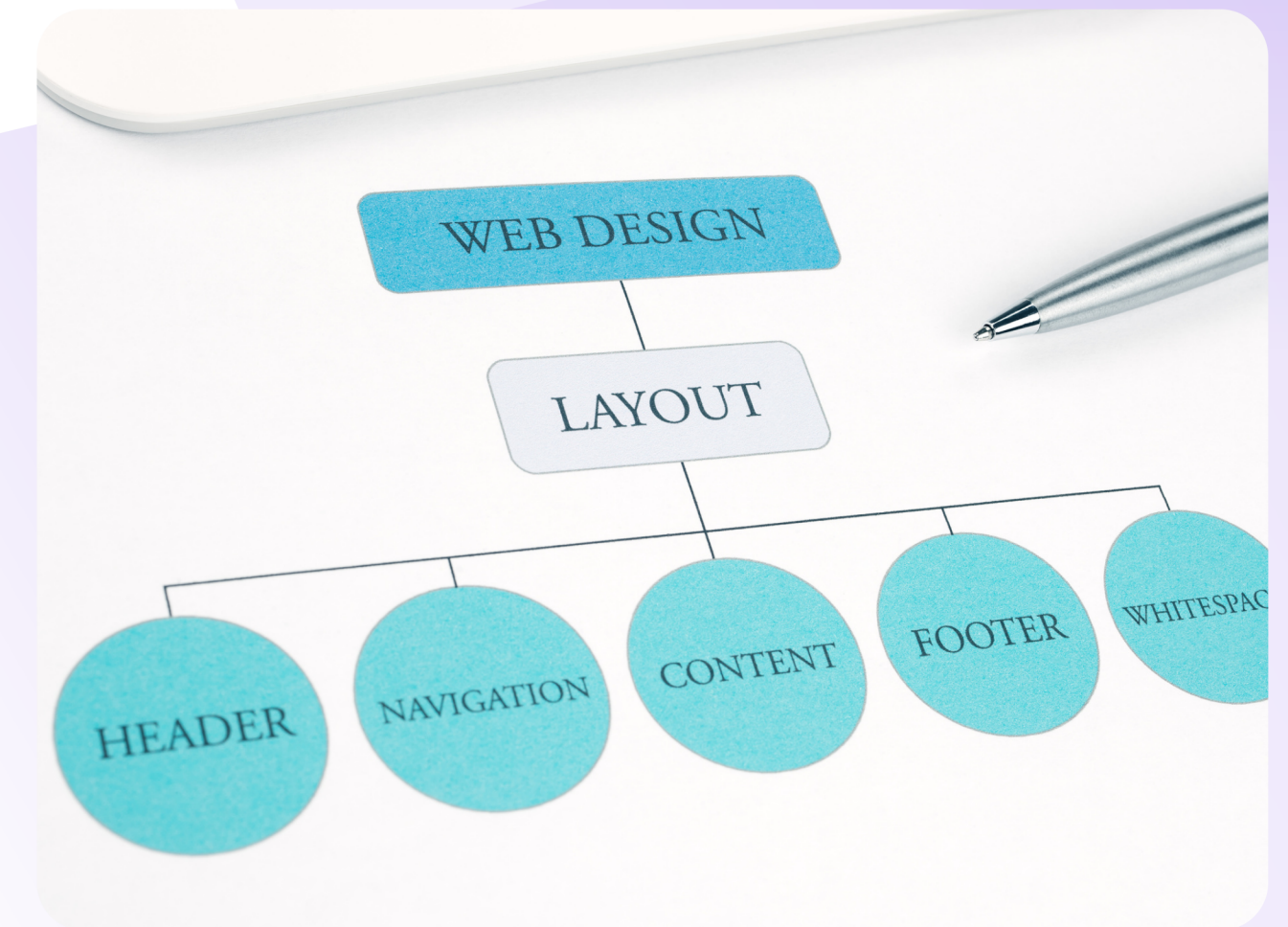
- Your website should be consistent with your brand! Use company colors, fonts, styling across all your marketing & online presence
- Create branded images, no plain stock photos
- Create videos for more interactive engagement
- Tell your story visually, not just in your content



# Content Layout & Organization

# Content Layout and Organization

- Organize your website structure for user-friendly organization and navigation
- Focus on conversion rate optimization
- Follow search engine optimization rules
- Avoid clutter, keep the layout clean!
- Simplicity is always best



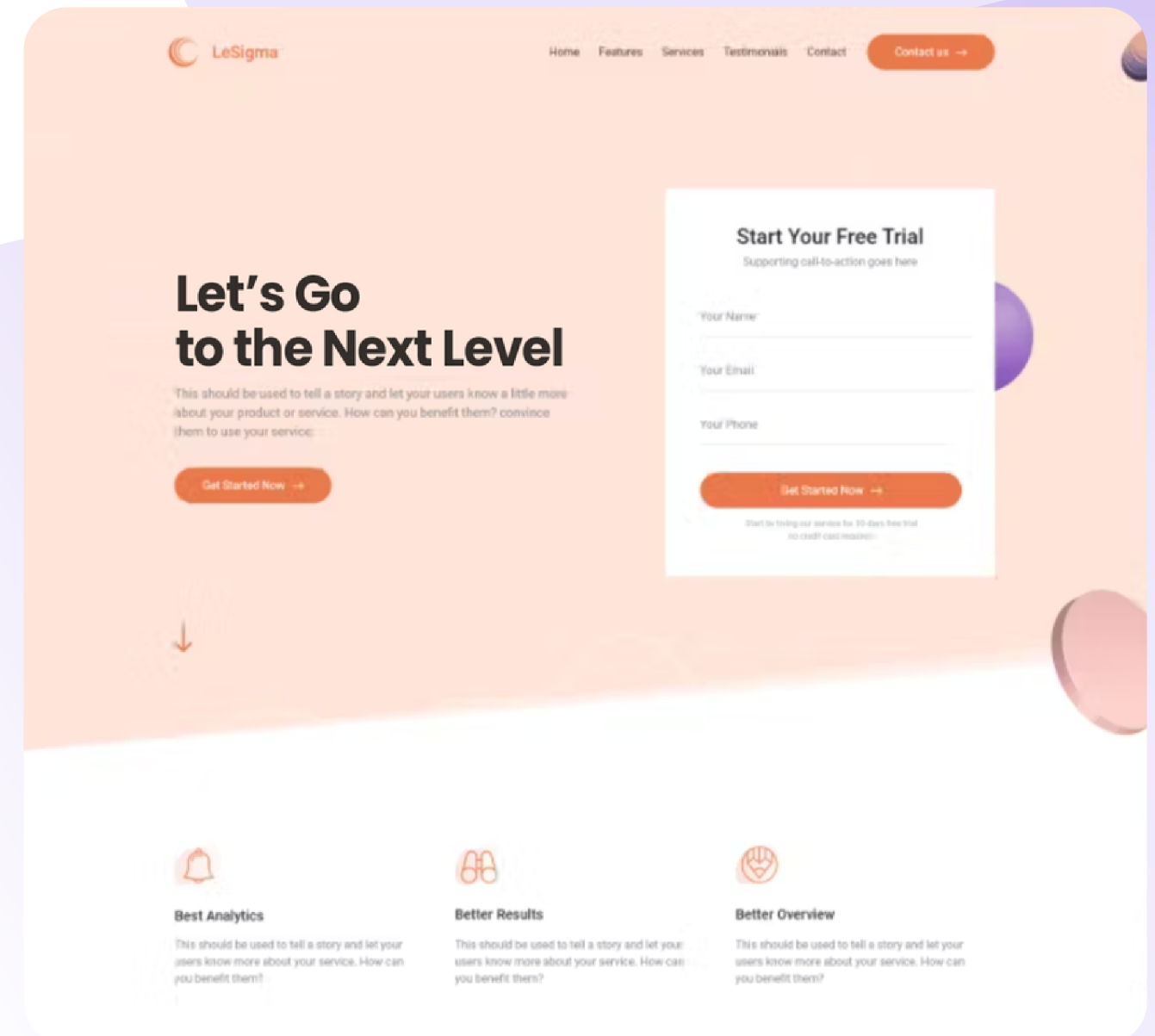




# Modern Design Standards

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- Follow modern design standards to keep your presentation up-to-date!
- Don't let your business presentation look like it's still in 1983 when the web started
- Make sure you are best representing your business, products or services
- Aim to make an impact, but keep it clean and professional
- CRO focused design creates results!





**Responsive & Mobile-Friendly**



# Responsive & Mobile Friendly

- Your website should be consistent across all browsers and devices!
- Design with a mobile-focused approach
- Most users will visit your website from mobile
- Platforms like Wix, Webflow, and Squarespace allow you to easily customize your mobile experience without hurting your desktop layout





**Design to Maximize Your Integrations  
and Meet Technical Requirements**

# Plan for Integrations & Requirements

- Don't just design a website to look good, design a website with seamless integrations
- Make your marketing integrations, popups, banners, chatbot, or lead generation tools consistent with design and well-branded
- Design to meet technical requirements for SEO, performance, and accessibility





# Next Steps: How to Improve Design

# Next Steps to Improve Your Website!

Don't try to do everything at once!

Have realistic goal of what you can accomplish

Set milestones & work to achieve improvements

Set monthly and quarterly goals towards continued improvement and growth

A website is never a finished product!



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# Time For Questions

Let's start a conversation about website design!