

10 Most common web design mistakes

Want to develop an engaging web app or website? There are many common design mistakes that even professionals may be guilty of.

Learn what you should pay attention to in the development process. Cooperate closely with designers and developers to create an amazing app or website. Websites and web application development challenges.

Picture 1 of 10 Most common web design mistakes

Creating web design is not an easy task. Each website and web app is different. It should be unique and follow the best web design trends. Even the most experienced designers make mistakes. Are you curious? Check out the list of most common design mistakes.

1. Messy design - too many elements

Websites can be too minimalistic or too messy. It is important to place the most important information about your product or service on your website or web app, but remember not to go crazy. Imagine you are landing on a page filled with a lot of content, images, and slogans - it is quite hard to go through all the information and if users see too many elements, it is almost certain that they will leave your site very fast. Experienced web designers from companies like Idego Group are capable of creating optimal, unique designs that will ensure the best user experience. Avoid busy designs.

2. Poor content and image usage

Content is the most important part of your web app or website - it is what tells readers who you are and what you have to offer. It is important to choose the right font, size, headers and place content in the right place on your page. Do not forget to create clear paragraphs, so the text is easier to read. Publishing too much text on the website is a common mistake. Images are also very important for the overall user experience. Never use low-quality or irrelevant graphics. Choosing photos from the free stock may not be the best idea either.

3. Unintuitive navigation

Imagine that the navigation menu keeps on disappearing or is hard to find. Users that cannot move around your website or application easily get frustrated and leave. Designing good navigation is a crucial matter. Make sure that it is intuitive and easy to use.

4. Misplaced ads and forms

Nothing makes users more irritated than pop-ups showing up all of a sudden and disturbing their interaction with an app or webpage. Large ads in the middle of the text or the center of the page will negatively affect the whole page design. Ads are a necessary evil. Most of the users understand it now, but you should make sure that pop-up forms and ads do not get in the way of your users. Ask experienced designers about the best places the ads can be put.

5. No CTA (or ineffective one)

Without a clear CTA, you will not convince anybody to ask for your products or services. Your webpage is one of the most important sales channels. A "Call to action" should be well-placed, visible, and convincing.

6. No dedicated 404-page template

Not having a dedicated, custom 404-page template may affect not only user experience, but also SEO. People are impatient - we do not like it when something is going wrong, so when some errors occur on the page or app, we simply leave it. The goal of the 404 pages is to keep a visitor on your site even if he hits a page that no longer exists. There are many creative ideas to design such a page.

7. Lack of responsivity

More and more of us use smartphones to surf the Internet. Having a web app or website that is not responsive, is a huge mistake. If you do not want to invest in both web and mobile applications, make sure that your app is capable of adjusting to the different devices.

8. Slow-loading site

Some design elements may take longer to load on your website. If your main goal is a great performance, rethink those elements that may slow it down. Remember though, that having a website or web app that takes a bit more time to load does not have to be the end of the world. Think of funny messages, interesting images, videos, or even mini-game that will engage your users while some elements are loading.

9. Automatically running videos with sound

When you are sitting in a crowded place, automatic videos with sound can be the worst thing ever. Do not force your users to deal with it. Give your users a choice - allow them to turn on the sound themselves (or even start the video, if they want). Make the "close" button visible.

10. Lack of contact information

And finally one of the most important things - contact info. "Is it even a real company?" - some may ask if they cannot find any contact information. Unfortunately - and strangely - this is a common mistake. The goal of a good design is to engage your customers and show them the most important information. Make your contact data easy to find on the website.

What would you add to this list?

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