

# Want a Quality Web Design? Here Are Some Expert Tips

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It's no secret we live in a digital world. Every part of our lives seems to need a digital component. Nowadays, people shop, learn, and communicate with other people using digital devices. In fact, some people have been too dependent on technology that they can no longer accomplish tasks on their own.

When it comes to running a business or a brand, a digital presence is even more critical. Billions of people around the world are now choosing to buy goods online, and businesses are now creating websites to meet this demand. A high-quality website is a crucial part of managing a business effectively. A website can provide legitimacy, make it easier for your valuable customers and clients to stay up to date on everything from events to orders, and it can help new customers discover your products or services.

In fact, a high-quality website can become your business's tool for long-term success as this platform also allows you to engage with customers and create a positive brand in the market.

A good website is non-negotiable—we all know this by now. This being said, not everyone has an understanding of what makes for a good website. One of the biggest misconceptions that entrepreneurs believe is that publishing a website just for the sake of it will already do the trick. However, this isn't true because customers now are very keen on the quality of a business's website, thus businesses exert a lot of resources to ensure that their website is the best. Publishing a website without following any web design principles will only do more harm than good to your business.

## Picture 1 of Want a Quality Web Design? Here Are Some Expert Tips

The following will explore a few tips from the experts that can help you make sure you've got the best possible website for your brand. Of course, every business is different, so there may be other things not covered on this list that suits your client-base or industry.

For up-to-date information on your website in particular, as well as the market conditions at the moment, reach out to a web design professional. These professionals are skilled in HubSpot web design and other online platforms, and can create a website based on your business's unique needs.

## Functionality

First and foremost, your website needs to work. You'd think this one goes without saying, but you'd be surprised. You should be having someone test out your site regularly—at least once per month—to make sure that all your

links are still working (sometimes the pages we link to are taken down, and people end up with an error message that says the site doesn't exist anymore).

It's ideal to have someone not too tech-savvy have a look every so often. Ask them to find things and see how long it takes them. Part of a well-functioning website is having an intuitive layout that is easy to navigate. The website should also work on different browsers and use URL that's easy to remember.

## Picture 2 of Want a Quality Web Design? Here Are Some Expert Tips

To ensure that your website stays functional, make sure that it has excellent information architecture. This means that all of the information available on your website should be organized in the right categories and sections. This will make it easier for online users to find the information they're looking for, as well as navigate through your website.

## Strong Code

Another big part of a highly functional website is having strong code. For many marketing agencies and businesses, graphic design and copywriting aren't a struggle—it's the coding that gives them a headache. Coding takes years of experience to master, and the standards are constantly changing. [Click here to learn more.](#)

If you reach out to an expert for nothing else, having someone take a look at the coding and make sure there aren't any issues can save you a lot of trouble later on down the road.

## Optimize For Mobile And Tablet Devices

It might surprise you to learn that more than half of internet searches are being completed on mobile devices. In fact, this tipping point happened way back in 2015. This number should prompt you to look into the optimization of your website and ensure that the platform offers the same features regardless of the device used to access it.

Even if your website looks and functions fantastically on a desktop or laptop computer, this doesn't mean it looks great on mobile. Often these devices alter the screen ratio, meaning text can be cut off or require awkward scrolling. Some websites don't even load when accessed using a smartphone or tablet.

When doing the functionality tests mentioned above, make sure someone's taking a look on their cell phone and on a tablet. Most website design platforms offer an edit for mobile feature. This will keep your site looking like it does on computers but will allow you to change up how the site looks on mobile devices. A great web designer will also be able to help you out with this.

Having an optimized website is essential because it creates an impression about your business and affects the overall experience of your potential customers. If online users are unhappy not being able to access your website through their phones, don't expect that they'll buy from you.

## Simple Wording

This is another odd tip, but we've never seen this one written about before, and it's essential. When it comes to your site's written content—even if you do highly specialized work—the text should be written in simple language with lots of negative space. The goal is to have content that people can skim over easily. This means

keeping paragraphs shorter (maybe three to four sentences) and keeping sentences short as well.

Many people struggle to read large quantities of writing on a screen, claiming that their eyes get tired. Make sure the written content you have is as easy to read as possible. Try aiming for a lower common denominator than you'd expect is needed. If you know an eighth-grader, have them read the copywriting and ask if any sentences are confusing. It's easy when you know a lot about a topic to overestimate the abilities of your readers. If you're struggling with this, countless freelance copywriters would be happy to lend a hand. Beyond this, you don't want to get too fancy with your fonts and color choices. Most people have an easier time reading a darker, simple font on a lighter background.

There are countless factors involved in having a snazzy, highly-functional website, but the above tips should be enough to get you started. Ensure that you understand the standards in your industry and what sort of things your potential customers expect to find on your web page.

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