



BEST PRACTICES OF WEB DESIGN



Introduction

Cyber Gear has had 28 good years of experience in building websites that deliver results.

These days the attention span of people online is that of a goldfish – a mere 9 seconds! Web developers therefore have the challenge to captivate their audience in this time frame. The first impression matters. Much like when you jump from the parachute it better open the first time. You cannot jump again.

We are delighted to share our learnings for effective web design and engagement:

- Creating a design that fits your business and reflects your branding.
- Using consistent design elements across your website, such as fonts, colors, logos, and styles.
- Prioritizing content with a visual hierarchy and using visual elements to enhance it.
- Making your website easy and intuitive to navigate, with simple and clear menus and links.
- Using responsive design to adapt your website to different devices and screen sizes.
- Considering accessibility best practices, such as using alt text, contrast, and captions.
- White space improves readability.
- Writing strong calls to action and making them stand out.
- The search bar makes it easy for people to find specific content on your website.
- Including social media buttons to encourage sharing and engagement.
- Building an inclusive site for all, including people of determination.
- Make it SEO-friendly so you gain more traffic.

And remember the ‘3 clicks rule’- people should be able to access any important page on your website within 3 clicks.

Website design doesn’t stop when you publish your site. Keep testing it to ensure your website pushes users toward your goals.



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At Cyber Gear, we're part of the digitally-fluent force that's improving economies, shifting industries, and elevating businesses just like yours. As partners in expanding your business, every digital solution we bring to the table is backed by meaningful strategy to enhance your brand presence and build an online community.

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 **Sharad Agarwal**
Founder - Cyber Gear

1 Mobile-First Design

In product design, the "mobile first" principle is crucial. It maximizes designers' productivity and helps them save time on product design. It compels designers to focus more on a product's content, which aids in the creation of tidy and useful designs.

2 Fluid Grids

Fluid grids are a dynamic approach to web design that adapts content layout based on the user's screen size and device.

3 Flexible Images

When the size of the parent container changes (e.g., due to different screen sizes), the size of the image will also change proportionally.

4 Media Queries

Media queries allow you to apply CSS styles depending on a device's media type (such as print vs. screen) or other features or characteristics such as screen resolution or orientation, aspect ratio, browser viewport width or height, user preferences such as preferring reduced motion, data usage, or transparency.

5 Viewport Meta Tag

A viewport meta tag is HTML (HyperText Markup Language) code that tells browsers how to control viewport dimensions and scaling.

6 Responsive Typography

It addresses the need for websites to function seamlessly across several devices, screen sizes, and resolutions.

7 CSS Flexbox/Grid

CSS Grid provides two-dimensional layout capabilities, allowing for elements to be arranged horizontally and vertically. On the other hand, CSS Flexbox provides flexibility, allowing for elements to be placed on a single axis, either horizontally or vertically.

8 Fast Loading Times

An ideal page load time is between 0-2 seconds, but 3 seconds is also considered to be an acceptable score. Anything above 3 seconds maximizes the likelihood of visitors leaving your site.

9 Clear Navigation

Clear navigation allows website users to access the information they need as quickly as possible. Successful websites present users with an easy-to-use and attractive layout.

10 Content Prioritization

Content prioritization is how we determine what pieces of content to develop and publish first in gaps on our site.

11 Persistent Branding

Brand consistency means ensuring that the way you present your company and what it stands for remains the same across all your marketing channels, unifying the image and message your customers and potential customers see.

12 Cross-Browser Compatibility

Cross-browser compatibility is the ability of a website or web application to function across different browsers and degrade gracefully when browser features are absent or lacking.

13 Minimalistic Design

Minimalist websites embody the motto “less is more.” That means text, color, shadow effects, textures, and animations are used sparingly.

14 Whitespace Utilization

White space commonly refers to negative space the unmarked area around and within visual web design elements such as imagery, logos, and text. It improves readability and focus.

15 Legible Fonts

Legibility describes how a typeface's glyphs can be correctly identified as characters and words, including how individual characters can be distinguished from one another.

16 Contrast

Confirm that the text can be read against backgrounds.

17 User Feedback

You can assist your web designer in identifying possible pain areas, including difficult-to-use navigation, excessive clutter, or a disorienting layout, by providing insightful feedback on website design.

18 Touch-Friendly Elements

Designing interactive elements on a website, such as buttons or menus, to accommodate touch interactions on mobile devices.

19 SEO Best Practices

SEO best practices are a set of tasks that aim to improve a website's search engine ranking. These practices include on-site optimization, keyword research, and backlink building.

20 Test Regularly

Test regularly, using a variety of devices and browsers.

21 Progressive Enhancement

Progressive enhancement is a strategy in web design that emphasizes web content first, allowing everyone to access the basic content and functionality of a web page, whilst users with additional browser features or faster Internet access receive the enhanced version instead.

22 Optimized Media

Make use of compressed and responsive media.

23 Forms Optimization

Brief and uncomplicated form design is optimal when it comes to form optimization.

24 Call-to-Action Buttons

A call to action (CTA) is a prompt on a website that tells the user to take some specified action. A call to action is typically written as a command or action phrase, such as 'Sign Up' or 'Buy Now' and generally takes the form of a button or hyperlink.

25 Error Handling

Offer informative error notifications.

26 Secure Design

Secure Design is a methodical strategy for constructing digital systems and products with security as the primary focus.

27 Analytics Integration

Integrated analytics means fusing your data insight solution into everyday workflows and applications, helping employees and customers make smarter decisions.

28 Clear Hierarchy

It refers to the arrangement or organization of elements in a design in a way that guides the viewer's eye through the content in a specific order of importance.

29 Usability Testing

Usability testing is a method of testing the functionality of a website, app, or other digital product by observing users as they try to complete tasks on it.

30 Interactive Elements

Interactive elements are website features that allow users to engage with your content more actively and dynamically.

31 Loading Indicators

Loading indicators assure users that their request is currently being processed and can also serve to give them an idea of the duration of their wait.

32 Social Media Integration

Social media integration involves the clever use of social media as a part of your marketing efforts.

33 Persistent Updates

Continuously update content and design.

34 Scalable Infrastructure

Infrastructure scalability refers to the ability of a system, network, or application to handle increased workload, traffic, or demand without compromising performance, reliability, or user experience.

35 Content Management

Content management (CM) is the process of collection, delivery, retrieval, governance, and management of information in any format.

36 Localization

Localization is the process of adapting and customizing a product to meet the needs of a specific market, as identified by its language, culture, expectations, local standards, and legal requirements.

37 Personalization

Website personalization is the process of creating customized experiences for visitors to a website.

38 Feedback Forms

Feedback Forms make it simple to collect user feedback.

39 Microinteractions

Microinteractions are subtle animations that support the user by giving visual feedback.

40 Image Optimization

Image optimization refers to the process of modifying and delivering high-quality images in the optimal format, dimension, and resolution for the device accessing them.

41 Performance Testing

Performance testing is a non-functional software testing technique that determines how the stability, speed, scalability, and responsiveness of an application holds up under a given workload.

42 Inline Critical CSS

Automatically abstract and inline the critical CSS of your pages to give content to the user as fast as possible.

43 Asynchronous Loading

Asynchronous loading allows tasks, such as loading data or images, to run concurrently without waiting for one to complete before starting another.

44 Caching Strategies

Caching is a technique used to improve the performance of web applications. In simple terms, caching involves storing frequently accessed data or content in a temporary storage location called a cache.

45 Modular CSS

Modular CSS is a collection of principles for writing code that is performant and maintainable.

46 API Integration

An API integration is the connection between two or more applications, via their APIs, that lets those systems exchange data.

47 Version Control

Version control, also known as source control, is the practice of tracking and managing changes to software code.

48 Scalable Design Systems

The more scalable design approach is to build a system of reusable components and patterns that can be used in any context, and are detached from specific viewport widths.

49 Continuous Improvement

Continuous improvement is the final and most crucial stage of growth-driven design. You don't want your website to get stuck in the aughts. The web is ever growing and changing, and a continuous improvement plan will help your organization stay efficient and technologically up-to-date.

50 User-Centered Design

User-centered design (UCD) is an iterative design process in which designers focus on the users and their needs in each phase of the design process.