

Website Design Tips



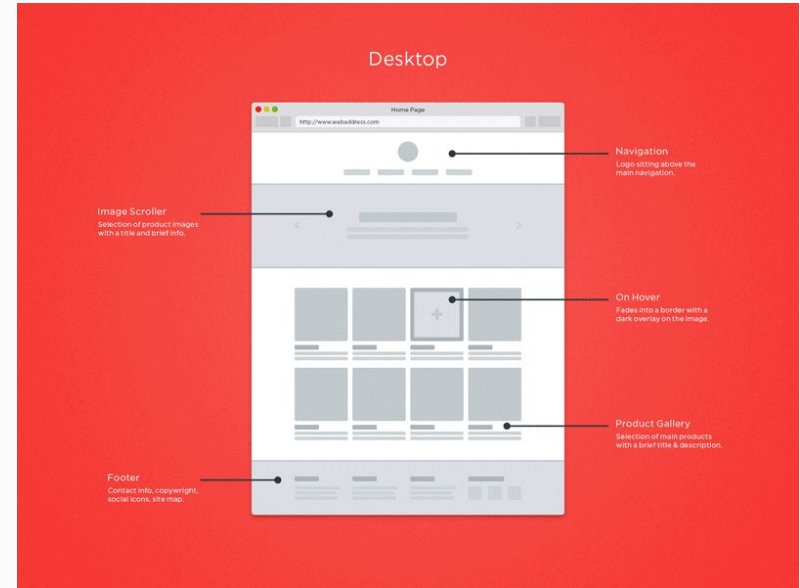
About Jaime Wedholm

- Graphic Designer & CEO at [JWedholmDesign.ca](https://www.JWedholmDesign.ca)
 - specializing in Branding & Web Design
- Partnered with Front End Developer, Christina Workman for the past 3 years
 - we've collaborated to design & develop websites
- I'm an organizer with **WordCamp** again this year, where I was tasked with designing all the necessary promotional materials, social media graphics and all the signage/badges you see here today.



Essential Web Design Principles

1. **Functionality** (use best practices for a streamlined user experience)
2. **Simplicity** (too many animations, transitions, long videos, sliders etc, can steer focus away from the most important information on the site.
Use the KISS theory!!!



A Look at The Basics

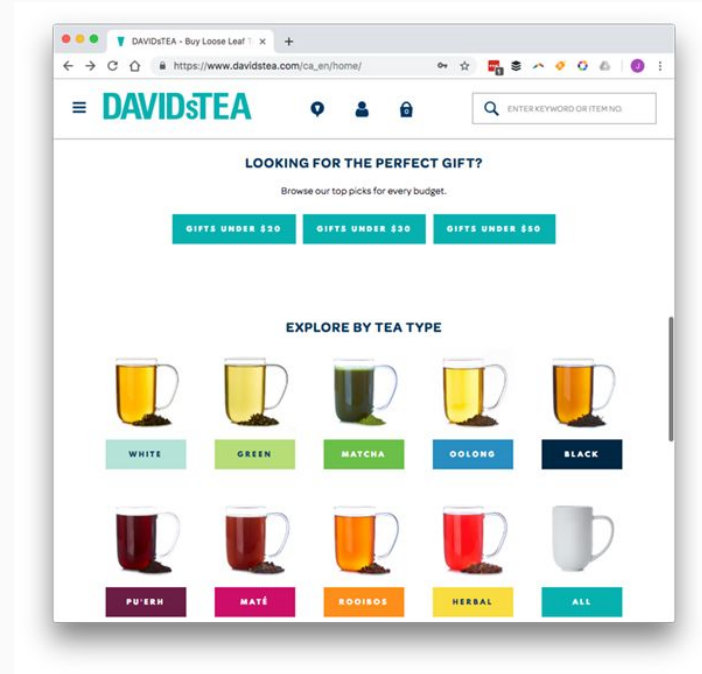
1. **Colour selection and usage**
2. **Typography**
3. **Image sourcing**
4. **Establishing hierarchy**
5. **Design Tips**

Let's Talk Colour

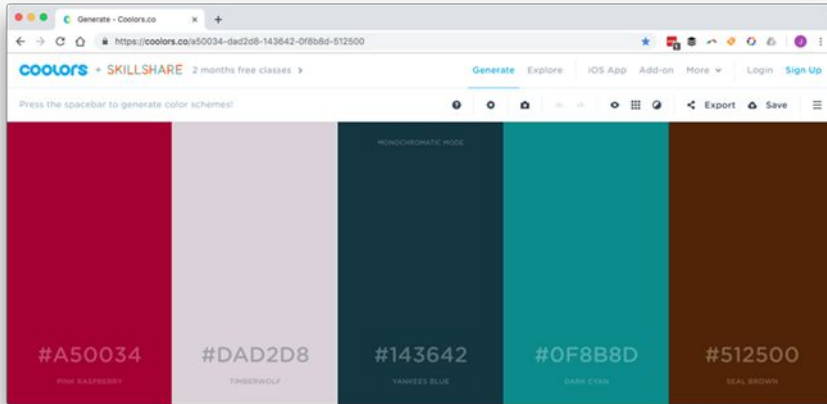


Why Colour is Important

- IMPROVE READERS' ATTENTION
- CONNECT
- BOOST IMPACT

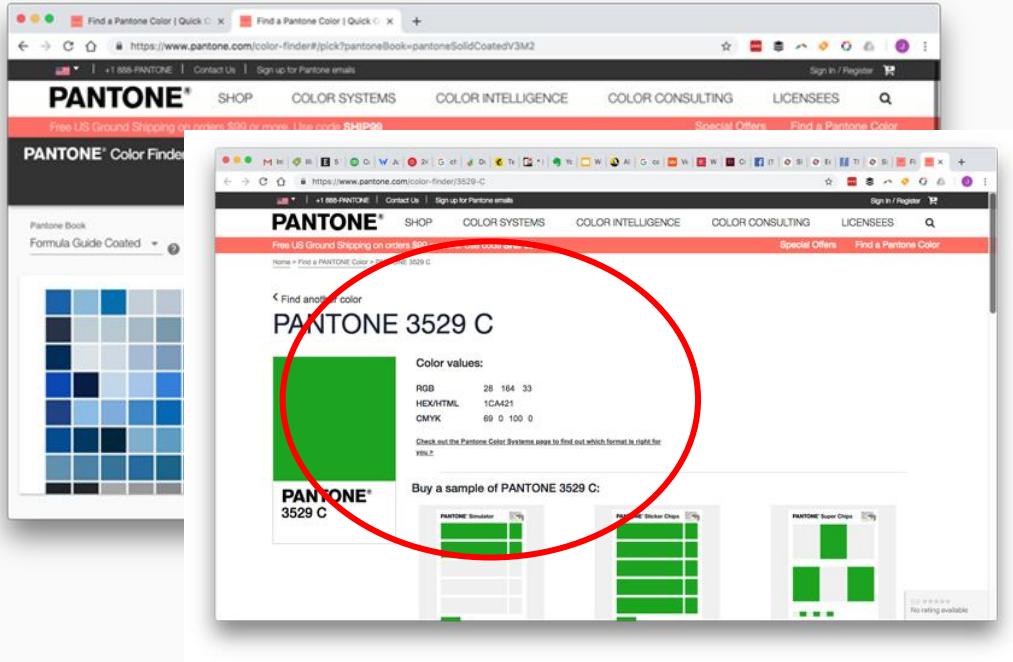


Colors.co



- Colour Palette Exploration
- Hex codes, PMS, RGB
- **Generate** your own custom palette
OR **Explore** existing palettes
- Sample colours from a photo

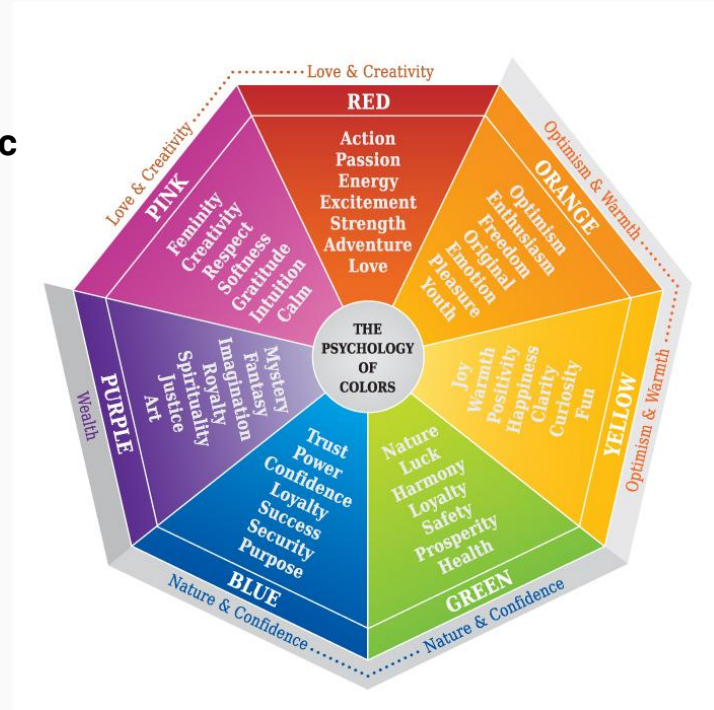
Pantone Colour Finder



- **BEST TOOL** for exact conversions
- Pantone to Hex/RGB and Vice Versa
- www.pantone.com/color-finder

Psychology of Colour

- Colours can **relate to** or are **symbolic of specific emotions**.
- Example: YELLOW
 - Joy
 - Optimism/Energy
 - Imagination
 - Hope
 - Intellect
 - Honour



Typography

Where to find typefaces:

- Google Fonts
- Fontsquirrel.com
- Creativemarketplace.com
- <https://cssauthor.com/free-fonts/>
- <https://elements.envato.com/fonts>

Best practices:

- Use 2-3 typefaces maximum.
- NO UNDERLINING
 - Users may think they're links that don't work. Etc

Google Fonts

Open Sans

Glyph

Characters

0 o

A B C Ć Ć D Æ F G H I J K L M N O
Ž a b c ĉ ĉ d ð e f g h i j k l m n o p
В Г Г Д Ё Е Ё Е Ж З С И И Й Ж К Л
Ў Ф Х Ц Ч Ц Ш Щ Ъ Ъ Ь Э Ю Я а
й ж к л ь м н ь о п р с т ь у ь ф х
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1 Family Selected

Your Selection [Clear All](#)

Open Sans

[EMBED](#) [CUSTOMIZE](#) [Load Time: Fast](#)

Embed Font

To embed your selected fonts into a webpage, copy this code into the <head> of your HTML document.

[STANDARD](#) [@IMPORT](#)

```
<link href="https://fonts.googleapis.com/css?family=Open+Sans" rel="stylesheet">
```

Specify in CSS

Use the following CSS rules to specify these families:

```
font-family: 'Open Sans', sans-serif;
```

For examples of how fonts can be added to webpages, see the [getting started guide](#).

Type Tip!

TIP: Do NOT embed text in images

- It's bad for SEO
- In responsive design, mobile shrinks the image very often making text unreadable
- Accessibility

Some exceptions:

- If the design you have in mind becomes a coding nightmare, save time and headache. But at least TRY.
- If you must use text within an image, be sure to include Alt-text info for each image.

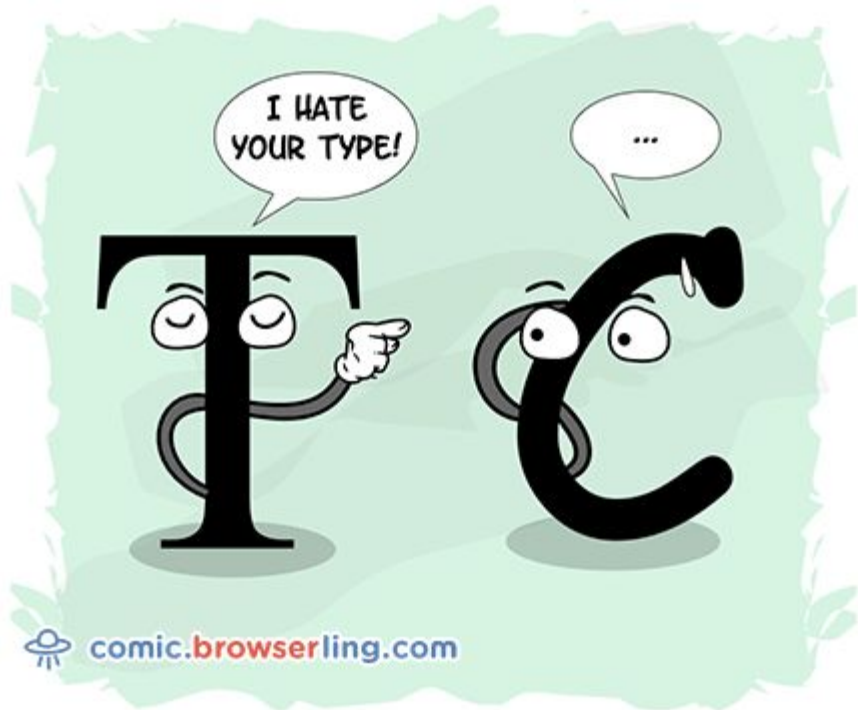
Psychology of Type

Arial.

**The perfect way
to show that you
just don't care.**

www.untrendyshop.com

- Like colours, typefaces can also be symbolic of specific styles.
- You can **add personality** to a website with strategic font choices.
- EG: **Serif font** represents
 - Tradition
 - Reliability
 - Authority
 - Respect

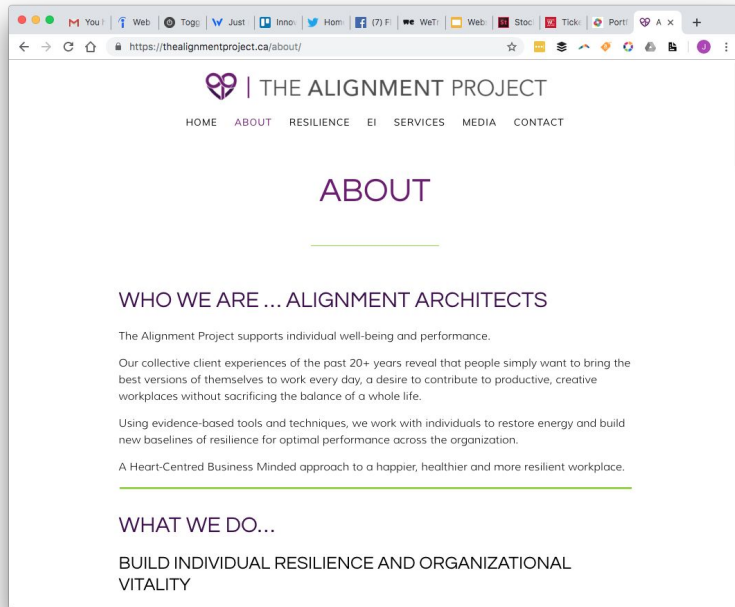


What did Times New Roman say to Comic Sans?
"I hate your type!"

Image Sourcing



Establishing Hierarchy



- Visual organization, shows order of importance.
- Larger objects/text should be items that are most important.
- Medium sized objects being next in line, and so on.
- Do this with strategic sizing of headings, body, buttons etc.

Design Tips

Follow a Style Guide!

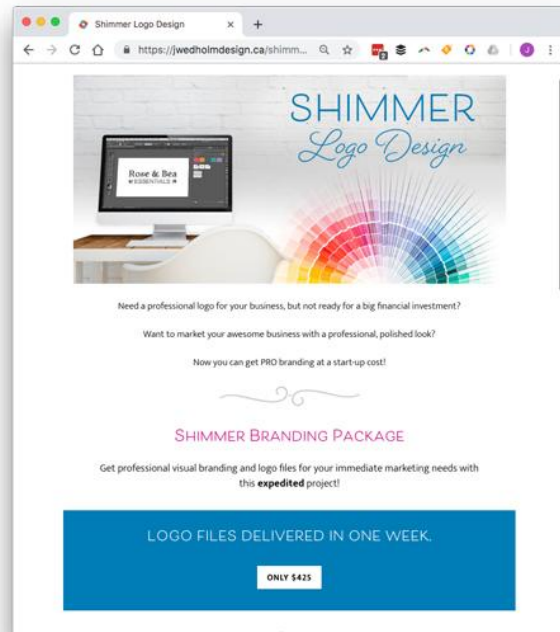
- Work off of a Brand Style Guide (your own or a client's).
- Reference tool that contains Brand styling info:
 - Typography
 - Colour codes
 - Logo usage guidelines
 - Other brand styling rules
- Ensures the **integrity** and **cohesiveness** of a visual brand is maintained.



Design Tips

Using Contrast

- highlight or showcase call-to-actions or featured items on your site.
- CTA should stand out - begging to be clicked!



Case Study

Effective Landing Page Design

Main Purpose of a Landing Page

TIP - Define your goals for the landing page.

- gain new subscribers/list building?
- new offer/sale?
- lead generation via form?



Landing Page Elements

Attention grabbing headline

- short and sweet

Call-to-Action

- A CLEAR call-to-action makes it easy to convert faster!
- It is recommended to have ONE main CTA per landing page, 2 max if necessary.

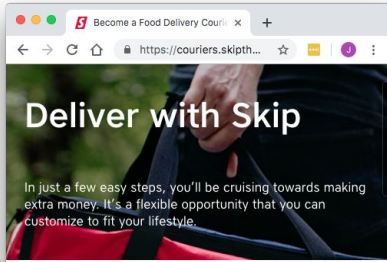
Landing Page Elements

SIMPLE design + **QUICK** information -> **USER FRIENDLY**

CONTENT: Less is more

BUT If your page contains a large amount of info:

- Display all key points as **BULLETS** or LIST form
- Highlight sections of info in **colour blocks** or **stylized boxes**



Step 1 of 2

Sign Up Now

First Name *

Last Name *

Email *

Mobile Phone *

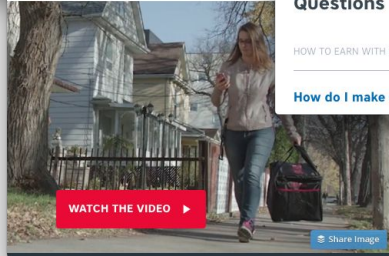
[APPLY NOW](#)

Choose Your Schedule

You are in control of your own schedule and your weekly availability based on what works for you.

Get Paid Weekly

At the end of each week, your earnings are directly deposited into your account.



How To Get Started

- 1 Sign Up**
Create an account, upload documents, and complete a quick background check.
- 2 Download the Courier App**
Set your availability within the Courier App and pick up any available open shifts.
- 3 Earn Money**
Once you have all the tools you need, you can start making deliveries to earn extra money.

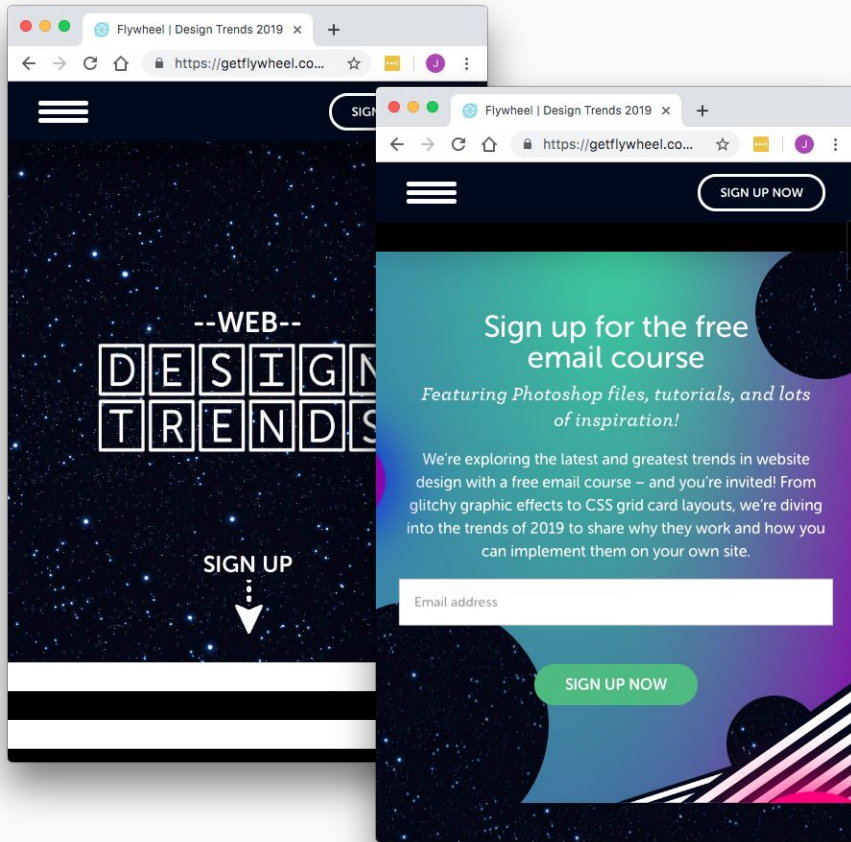
[APPLY NOW](#)

Questions

HOW TO EARN WITH SKIP

[How do I make money?](#) +

- **Purpose:** Apply to be a courier
- Clean, simple design
- **Clear CTA:** Apply Now
- **Content:** Video, How it Works & FAQ's



- **Purpose:** Promote free course
- Fun, more dynamic **design**
- **Clear CTA:** Sign up for free course
- **Content:** Straight to the point, informative

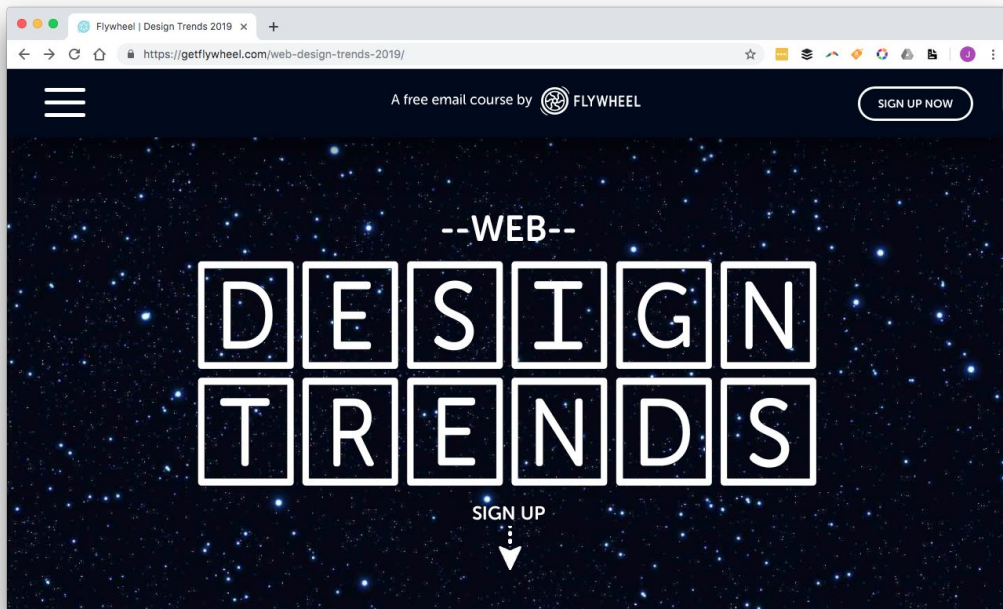
Landing Page Design Checklist



Landing Page Design Checklist

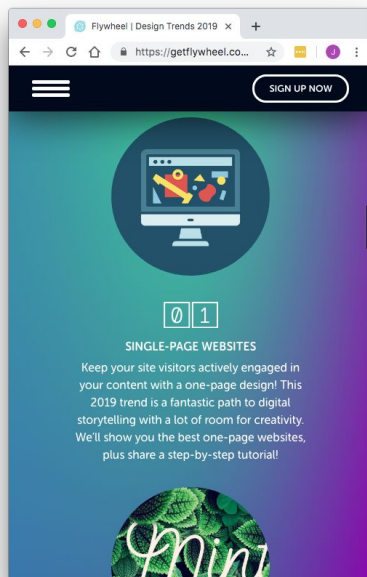
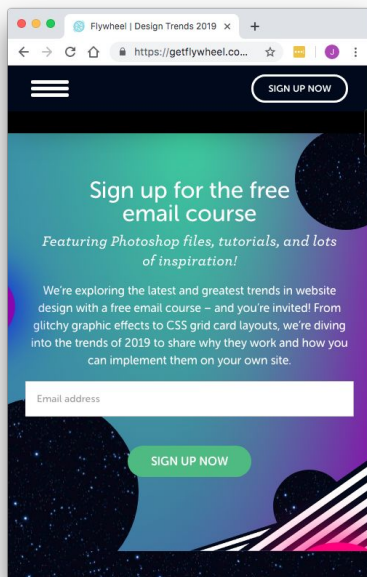
- No navigation
- Clear & Compelling Copy
- Design/look/feel should be ON
BRAND
- Value Statements
- Relevant Imagery
- Lead Capture Form
- Compelling CTA/button copy
- Social Proof

No Navigation



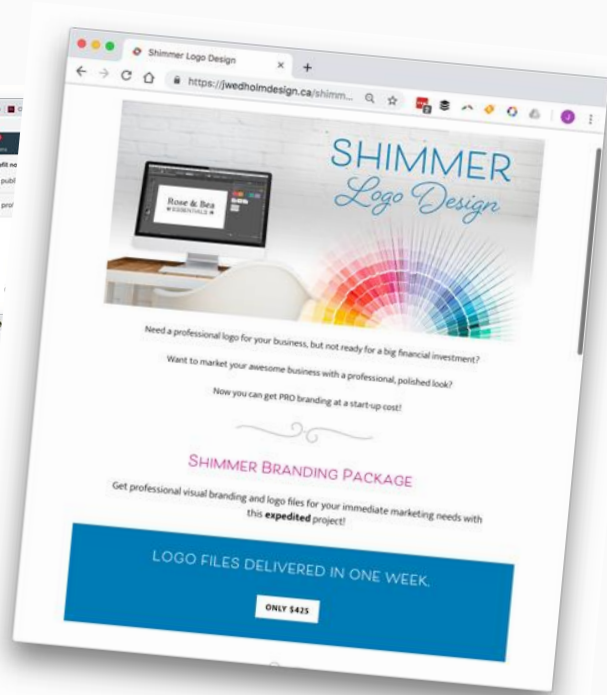
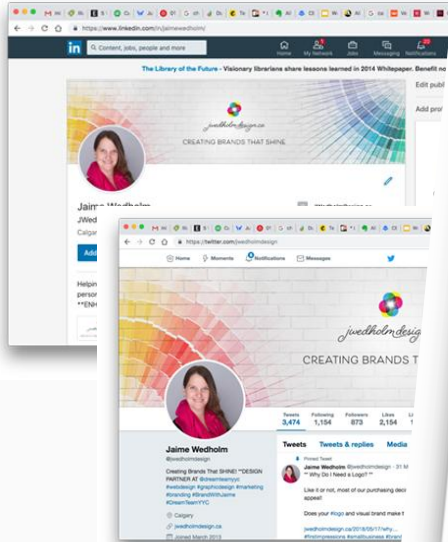
- Eliminates confusion
- Keeps the focus on the main goal of the page.

Clear & Compelling Copy



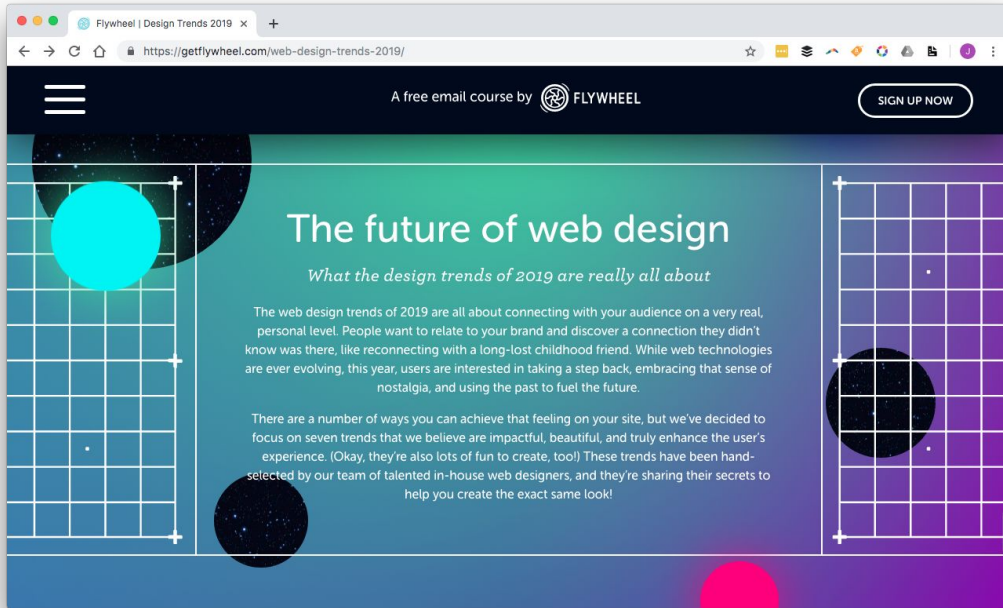
- Short and sweet
- From headline to button text
- **Keep the audience in mind**
- Buttons should easily
INVITE CLICKS

Be ON Brand



- Your design should be **consistent** in look and feel to your other marketing materials.
- Will people recognize you across all platforms?
- Utilize same colours, typography, imagery and graphic styles across all mediums—print and digital.

Value Statements



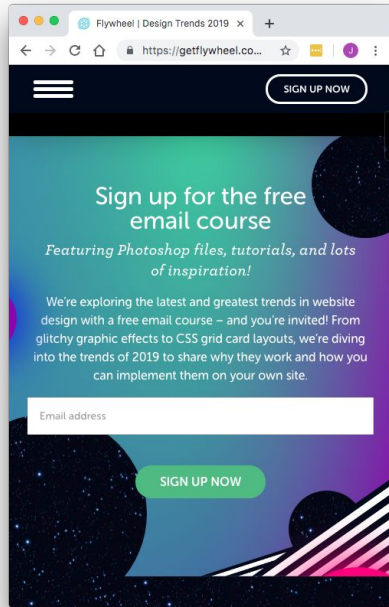
- These are the **additional info blocks** for readers who may need a bit MORE convincing prior to converting.



Relevant Imagery

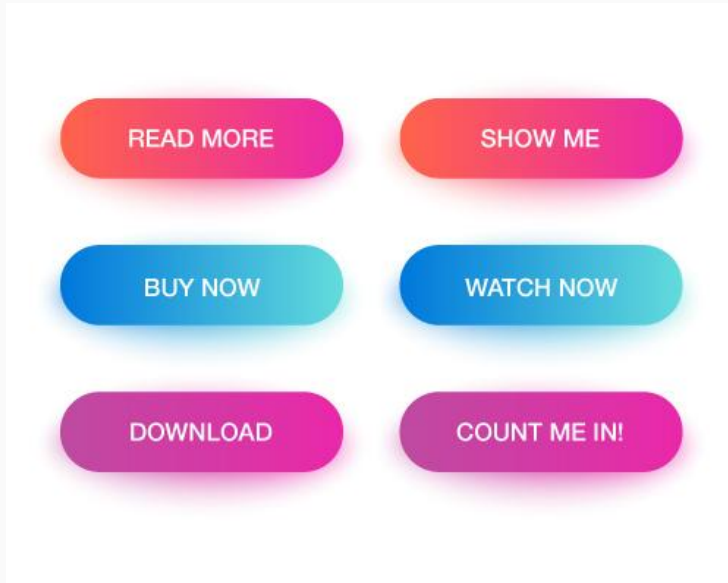
- Grab your readers' attention
- Must **RELATE** to your content

Lead Capture Forms

A screenshot of a website's lead capture form. The page has a white background. The text reads: "First Name:*", "Please provide your first name", "Last Name:*", "Please provide your last name", "Email:*", "Please provide your email address", "Phone:", "Please provide your phone number", "Referred by:", and "Message". There is an input field for "Message" containing the text "I am all ears!". There is a purple "Send" button.

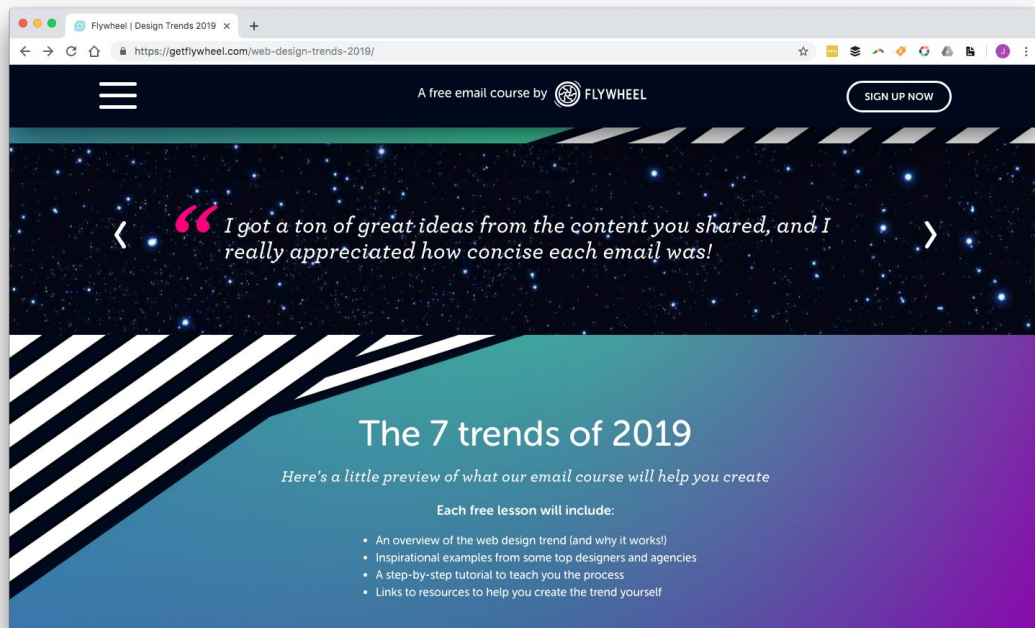
- Keep it **SIMPLE!**
- Use as few fields as possible
- Include a link to your Privacy Policy. Reassure readers that you won't sell their information.

Compelling CTA Button



- Send me specials NOW!
- Download Now!
- Buy Now!
- Sign me up!
- I want IN!

Social Proof



- rave reviews/testimonials
- embed social posts
- #'s sold/downloaded
- case studies

Summary

- ❑ **Design to CONVERT!**
- ❑ Use this Landing Page checklist as a reference... but remember there are always exceptions.
- ❑ Keep it SIMPLE.
- ❑ Communicate **who** you are, **what** you offer and **why** it's valuable.
- ❑ Repeating instances of CTA gives reader easy access to **convert**.



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Questions