Website Design Tips
About Jaime Wedholm

- Graphic Designer & CEO at [JWedholmDesign.ca](http://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](https://wordcamp.org) 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
Coolors.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](http://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
Website Design Tips
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.
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

**Psychology of Type**
What did Times New Roman say to Comic Sans?

“I hate your type!”
Image Sourcing

depositphotos
iStockphoto
shutterstock
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.
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
- **Purpose:** Apply to be a courier
- **Clean, simple design**
- **Clear CTA:** Apply Now
- **Content:** Video, How it Works & FAQ’s
- **Purpose**: Promote free course
- **Design**: 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

- 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.
Questions