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How to make your website design unique from others by Rajkumar Kaushal

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Website design is used to create a first impression on the visitors about the company and the business products. Homepage is considered to be one of the foremost things about a website, as when people open the site, homepage appears first in front of them. Homepage should used to give a precise introduction about the products and services that you are most likely to offer. Website design should lure visitors to browse further within the site. All pages of the site hold importance and so the design should be enhanced to increase its efficiency and usability.

The homepage of a website usually contains errors, which influence the conversion, and a sale of products so make sure that your website designer plans and designs the homepage very carefully. It is important to know the fact that a website design with the plenty of text with any clear layout and structure will cause visitors to move away from your site. The visitors will not read paragraphs with complicated text that make it difficult to understand what you want to convey to them. Therefore, the homepage should be designed in a way that it immediately answers two major questions: what you want to sell through your site and how to use the product.

In order to answer the questions, the website design should have a balance between graphic elements and text. This includes clearly reflecting the key elements instead of just cramming all the information in one page. Make sure that your website design includes many other brief pages to describe the purpose of your product, as this will create interest among the visitors.

Moreover, website design should focus on only one call to action, which is a button that encourages users to perform the desired action. Several such calls can cause confusion and people might think that you are persuading them to perform the action. Website design should also include some corporate information about your business, as this will reflect the reputation of your company.

Website design should be a source of guidance for the visitors. It should give them a browsing path so that they can search for the information that they really want. Clear links to the core elements of the website will make it easy for the visitors to reach your site. If all these features are considered, then you will have the best site in no time at all!

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