



a division of Singulus Marketing Inc.

What does a poorly designed web site communicate to your clients?

A website serves as a doorway for online marketing. It is very important that a website designed to publicize the products should have some qualities or standards which will elevate the business safely into the hands of professional clients. Designing a website, fulfilling the basic principle "Keeping you in customer's position" will act as a guideline and help in developing a quality website. Also, one should bear in mind that the first impression on a website is very important for bringing the visitors or clients back. But, a substandard website not satisfying the above principle would surely create a poor impression about the organization to customers or clients.

There are certain points which reveal that a poorly constructed website communicates its actual existence. Such websites merely fail to meet the requirement of taking the business to the clients. Now, let us have a look on what a poorly designed website can communicate to the clients.

Look and Feel:

The look and feel of a website actually means the appearance of the website. The success of the business is the ability to create awareness about the product and make it available to the users with ease. For any online business, it is the appearance of the website which attracts clients. But, one should not assume filling in the spaces with flashy headers and banners to make it attractive.

A website with extravagant colors, multiple banners, too much of graphics, distracting backgrounds and ads is a quite good example of amateurish websites. For professionals, everything in business should be to the point and crisp. Therefore the appearance of the site is a matter of importance and must provide user-friendly navigation. And, none would be ready to spend their valuable time in browsing through a poorly designed site.



a division of Singulus Marketing Inc.

Website Design:

The mission of your website should be clearly emphasized with the perfect design. Apt use of tables and frames in a website will give an elegant look to it. Also, all the pages of a website should have a same pleasing background which will enhance the professional look of the website. More of scrolling will lead to missing valuable information. So, websites which contradict the above mentioned points cannot sustain and it will make you lose all your valuable clients.

Organize the site:

It is not just creativity which plays a major role in designing a website. But, the prudent use of key or mouse events will take the customers to the desired page within no time. It plays a vital role and should be kept in mind that not only the home page which serves as an entrance for any website is important but other landing pages also. So, accordingly the content in the website must be organized and there should be good links among the pages for a smooth flow and understanding of the site. Thus, sequencing the pages will never lead to client's diversion and in a poor quality website you cannot find the coherency in content and the web pages. You can also find mistakes like mixing of different fonts on a single page which would look odd. So, the above needs to be avoided to build a consummate website.

Loading Time and Browser Compatibility:

In the fast moving world when all the business transactions are taking place in no matter of time, so website should also not take more time to download. It is a known fact that too much of flashy banners and large images increases the download time.



a division of Singulus Marketing Inc.

So, it is advised by experts to reduce such flashy items and improve the download timings.

But in an amateur websites or low quality websites one could face a problem of long download time which will divert the clients and never make them visit the site again.

When speaking about online business websites, they would be viewed from different parts of the world from different browsers. In that case, a professional website should be compatible with all the leading browsers. This will be a additional plus for the company to draw more customers from all parts of the world.

Conclusion:

Finally you must know that a poorly designed websites cannot communicate the exact aim to its clients. So want to know how a professional looking website would look like, here it is www.singulusdesign.com.



a division of Singulus Marketing Inc.
