

# **15 Crucial Mistakes** **to Avoid When Designing** **Your Website**



It takes a web visitor about **.05** seconds to form an opinion about your site. If your website isn't casting a stellar first impression, it's not doing its job.

The reality is, all it takes is one amateurish-looking web page or user experience oversight for a visitor to lose interest and click away.

If you want to make sure your site is doing what it should – taking your potential customers on a journey that ends with a conversion – **avoid these 15 mistakes when designing your website.**

So, let's "jump on a ride" between these "pitfalls" to take a closer look at them and – to better know your way through!

# 1. Ignoring the User Experience

When designing your site, of course, you want it to look good. But aesthetics is only half the battle. What's even more critical is the user experience – or UX.

For example, if users have to work hard to navigate your website and find what they are looking for, they'll probably leave. That's because scrolling through a randomly structured website is a pain.

To help your website visitors find what they need quickly, your site's UX should be seamless. Make sure you have an intuitive (UI) navigation layout, a clear menu, plus easy-to-notice buttons and anchor texts linking to the pages important for some steps of your customer journey.



# 2. Not Taking a Design-Thinking Approach

**When designing your website, there are two paths you can take:**

- One – You imagine what users might like and start designing based on your assumptions.
- Two – You make decisions based on user research and an on-paper layout to create a human-centric design.

The first approach is easier. But the problem is, you aren't accounting for what's important for users.

The second approach is called design-thinking. It involves research, problem identification, problem solving, prototyping, and testing. If you want to design for real people, use design-thinking before implementation instead of relying on assumptions.

### 3. Not Focusing on a Mobile-Friendly Design

Worldwide, over half of all web traffic comes from mobile devices. If you create your website for desktop devices, the design could turn away most of your visitors.

Think of it this way – if mobile visitors land on your website and have to adjust their screen view to see the text, or if they can't easily click on your call-to-action buttons and navigational links because your website is designed for desktop, they might just leave.

Use mobile-friendly design to ensure your website offers the best possible UX/UI, no matter what device your customers are searching from.

### 4. Not Designing for Conversions

Another mistake companies often make is focusing too much on the features – the logo size, the color of the navigation bar, the overall ambiance the design creates. Then they overlook the thing that matters most: the conversion.

**Every page on your website has a purpose.  
You want visitors to:**

- Purchase your product
- Request a demo or call back
- Subscribe to your newsletter or take some other action

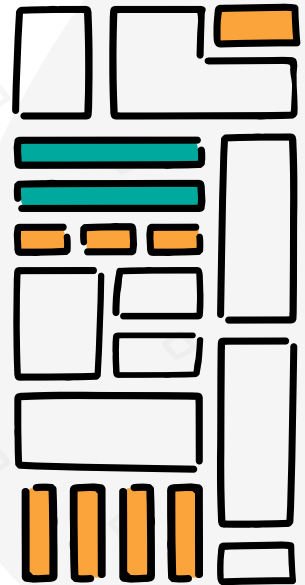
Good design reflects this intention by guiding the user through a clear flow of page elements and bringing them to your all-important call to action, which is where they convert.



## 5. Overlooking Grids, Guidelines, and Columns

If you've ever worked with a website builder, you have seen tools for setting up grids, guidelines, and columns. Many junior web designers and DIY business owners overlook these elements, assuming they are used to create those – now outdated – “blockier” websites.

This isn't true. Grids are the core structural element for every well-designed web page. You should always use them to arrange the visual elements of a page.



## 6. Writing Content for a Web Page After Completing the Design

A lot of designers create the design, and then they have a writer come in and create text that fits within the design.

**There are two major problems with this strategy:**

- One – If content that will help drive conversions doesn't fit within your page layout, you'll have to rework your design to fit it in.
- Two – Your design and written content might clash.
- You can ensure the design aligns with the tone and context of the text only with a “writing-first, design-second” approach.

Lorem  
ipsum :(

To avoid this mistake, make sure you have an outline of your written content when designing your website, if not the finished text.

## 7. Stuffing the Web Design with Too Much Content

Knowing what the content will look like helps drive smarter design – but that doesn't mean text-heavy web pages are a good idea.

Heavy blocks of text are a turn-off, and presenting too much information can confuse the reader. It's also difficult to design around without cluttering the site.

Stick with what matters and keep UX at the heart of your content creation. Then, create a clean design around the information that your readers need when visiting that particular web page.

If you need to share more information about a subject, you can create a separate web page and link to it.



## 8. Poorly Designed or Irrelevant Visual Elements or Worse... Stock Images

You need images and other visual elements to make your site more appealing and to ensure the messaging is clear. However, if they don't have a clear purpose, they're a design mistake.

Many businesses are still using low-quality or irrelevant images and illustrations on their websites. It's tempting to upload a decent-looking stock image to your website and call it a day.

Don't make this mistake, ever.

Every image you use should be high-quality, highly relevant, and in some way improve the user experience.

## 9. Having Unclear Brand Messaging

When a visitor lands on any page of your site, whether it's your home page, a product page, or a blog post, they should have a clear sense of who you are.

The unique value your business provides, brand tone and personality, the ultimate *why* behind every action your company takes – all this is part of your story, and it should be reflected in the design. Otherwise, you're telling your website visitor you have a generic company that they could substitute for X, Y, or Z company and get the same results.

Your brand messaging should compel your audience. It should connect with them on an emotional level. This is what storytelling is all about. It is the essential element that gives people a reason to care about your brand and stay on your site.

## 10. Not Having a Clear CTA

Your website is a part of your marketing and sales funnel. It should take each user by the hand from awareness to consideration, and finally to the decision stage.

However, without clear calls-to-action in your design, your website visitors won't know what action they should take next.

To avoid this common website design mistake, use compelling CTAs, make them easy to access, and position them within the design to encourage the user to take that next step down the sales funnel and convert into a prospect, customer, or a repeat customer.



## 11. Undervaluing SEO Optimization for Images from the Start

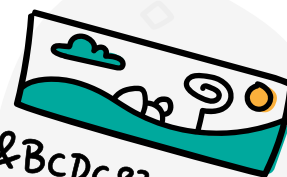
Using large image files can slow down your page loading times. A slower site is a major issue when it comes to both conversions and page ranking.

Studies show that a one-second delay in page load time will drop your conversion rate by 7 percent. And now that Google is prioritizing speed as a ranking factor, slowing down your loading time with oversized images could bury your website in search results.

Be sure to optimize your images by decreasing their file size. You can use plugins or tools such as Adobe Photoshop, Gimp, or Affinity Photo to do this.



123.jpg



&BcDc8374.jpg



big.gif



dhjkhldsajpg



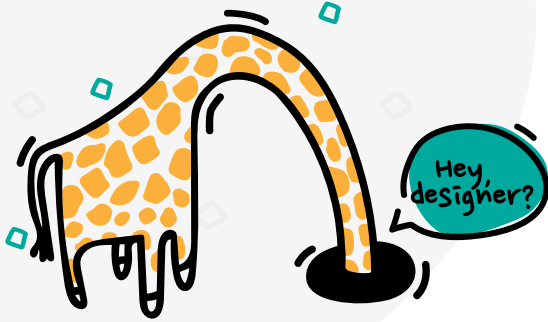
image.png

## 12. Stopping After Launching the Website

Websites aren't static. They are living, breathing resources that you should update regularly.

Once you launch your optimized, mobile-friendly, beautifully designed website, commit to a routine of regular refreshing and updating. This way, you can ensure you're keeping the site's information up-to-date and relevant to your customers. It will also improve your search engine ranking.





And if you're hiring a **designer** or a **design agency** to help with your site, be sure to **avoid** these common **mistakes** that business owners make when **getting** a partner.

### 13. Only Considering Local Web Design Companies

Because there's no need to meet with your designer in person, you're not limited to local companies.



You can work with a designer across town or across the globe and get the same results. This flexibility enables you to find the best web design company for your needs and budget.

### 14. Hiring an Agency with a Poor Website

When comparing web design companies, imagine replacing your logo with theirs. Would you like that website to be your own?

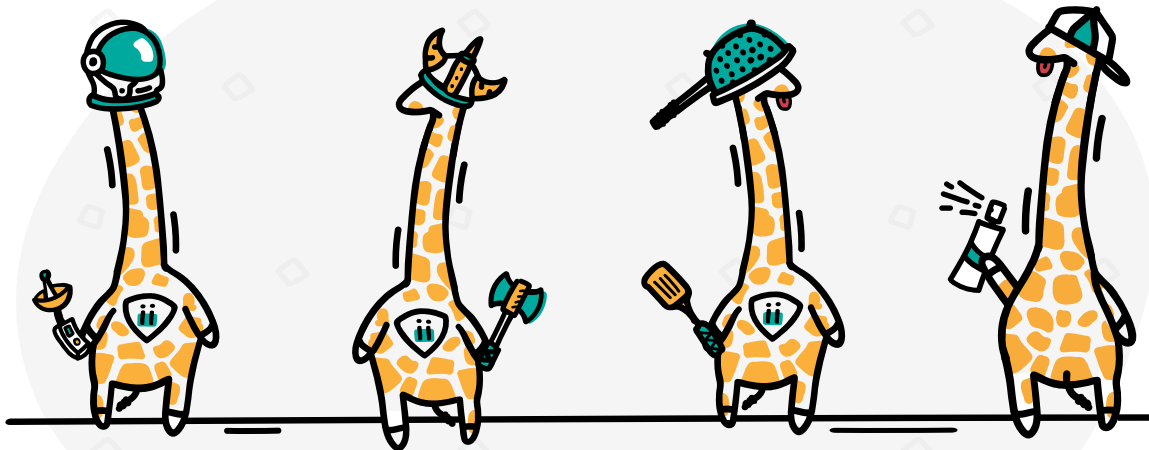
Consider the layout. Look at the text and the way the pictures and other design elements work together. Doing this will give you a good idea of what type of work the company can do for your website.

If you like their design, take the next step and reach out for a quote, or at least put them on your shortlist. If not, cross them off your list of candidates and find a design company you feel confident in.

## 15. Paying a Designer Too Much

As a business owner, this is the number one web design mistake you can make. You want to invest in quality website design, but this doesn't mean you should overpay or take on financial risks to get a good design.

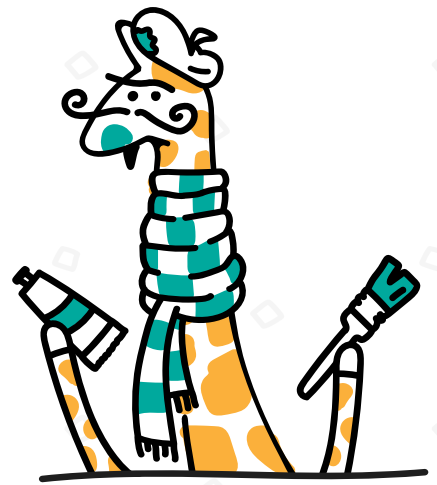
The reality is, with website design, more expensive doesn't necessarily translate to better quality. Look for a company that has experienced designers, transparent pricing, and great customer service. That way, you can feel confident you're getting your money's worth.



# Get the Most Out of Your Web Design

When well designed, your website can be your business's most valuable asset. It can drive conversions, build trust in your brand, and help your company grow.

The problem is, you really do need a flawless design to create that great first impression. There's no room for web design mistakes if you want your website to serve its purpose.



But you don't have to make this happen on your own, nor do you have to worry about committing to a web design company that doesn't turn out to be a good fit.

**At epic, we [design websites](#) for our clients [for a flat monthly fee](#).**

And once your site is completed, you can continue your epic subscription and get unlimited designs for your website, social media, email newsletters, and more, or stop anytime. It's all up to you.

**Try us out today**

or [reach out](#) to learn more.