



Article Side

What is Web Design, Its Elements & User-Friendliness? by [Simon David](#)

Article published on April 12th 2012 | [Web Design](#)

It is all due to the internet that small or big companies have clients and customers across the globe. Actually, the possibilities are endless. Through efficient web design, the companies are helped in bringing enquiries which are meant to generate sales and add reputation to the business.

It would not be wrong to state that websites are a significant tool in the digital world. It helps the companies to find their target audience and also support the desired customers for particular products or services on a global level.

Let's know about two major concerns of the website design including main elements and user-friendliness nature of the site. These concerns will help you to understand what is web design?

Elements

Key visual elements which are used in designing almost all kinds of websites include layout, color, graphics, contents and fonts. Layout is the proper arrangement of ads, texts and graphics to help the visitors in finding the desired information and this component is also responsible to maintain the consistency, balance and integrity of the design.

Clipart, logos, photos and icons form the graphics part which is meant to enhance the look of the website. Web development experts place these elements appropriately while not making the design too congested or too slow to load.

Widely accepted fonts are used by the designers and to enhance the message or idea of the site the experts make right use of text and visuals combination. Contents are used while considering it to help in the optimization of the site. Adding to it, the contents are written with suitable length and use of relevant keywords.

User-friendliness

Certain factors are there towards which leading internet marketing companies pay attention in order to make the websites user-friendly. Such factors are navigation, compatibility, interactive technology and multimedia.

Site architecture, navigation tools and menu are created by taking into account how visitors search mostly. To grasp the information, the selection of relevant audio and video or other multimedia effects help a lot. In terms of compatibility, the sites are designed to support its well performance on various browsers as well as operating systems.

To make the sites more interactive, the considerations of web development experts include addition of functionalities like opinion polls, shopping carts, comment box and much more.

Thus, in terms of what is web design, it can be said that website design is the right combination of different elements and useful user-friendly aspects.

Article Source:

<http://www.articleside.com/web-design-articles/what-is-web-design-its-elements-user-friendliness.htm> - [Article Side](#)

[Simon David](#) - About Author:

Nirvana Canada being a leading a [internet marketing](#) firm offers a competitive range of services including web design, SEO, a [web development](#) and much more in Vancouver, BC.

Article Keywords:

seo vancouver,web design vancouver,web development vancouver,internet marketing vancouver,seo company,online marketing vancouver,web designing,web design,web development

You can find more [free articles](#) on [Article Side](#). Sign up today and share your knowledge to the community! It is completely FREE!