

Published based on [Crucial Basics Of Web Design, Discover How To Multiply Your Likelihood Of Sales From Your Website.](#)

# **Crucial Basics Of Web Design, Discover How To Multiply Your Likelihood Of Sales From Your Website.**

Today's internet denizens are not known for possessing large amounts of patience, therefore it is imperative to get your website navigation correct. If this is not the case very few people will make the effort to figure out how to use your site. Navigation is one of the single most critical elements to get right, if you do not have a site map it can also affect a search engine spider's ability to locate and crawl your pages. [web design](#)

Navigation needs to be intuitive and simple to use, but this does not mean it cannot be stylish and look good at the same time, truly brilliant navigation is both of the above. It is crucially important to give the links in your navigation clear and meaningful names so that users can easily find the information or products they are looking for. Remember you get no second chances with web browsers, once a reader hits the back button and returns to the search results they have departed and you have missed your golden opportunity. Transparency is a must, whether you are using flash, suckerfish or even plain old text links. There is a rule that a lot of professional designers use called the three click rule, this means that most users are not prepared to click more than three links to get to the information or item they are looking for. [web design](#)

Call to action is also a very important aspect, this can be anything from a statement saying "buy now cheapest prices in UK" or a limited time sale offer. Whichever method you choose, calls to action are known to greatly increase web sales when used correctly. A good call to action needs to give the customer both a reason why they should buy from you, and a stimulus to buy that product right now. When these two aspects are combined the best results are achieved. Next let's take a look at the layout of your actual webpages, there are so many sites these days with adverts all over the place that look more like a directory advertising services and goods of all sorts than a well structured website, remember that the aesthetics of your site matter to a customer, the site needs to reflect the value that you are trying to purvey about your products, if your site is disorganised poorly laid out and a general mess, then what does that tell prospective customers about your business practices? A great business site must be well laid out and look clean and crisp to the eye, that's not to say it can't be different from the norm, just that once you lose sight of the primary goal of usability, things will go downhill very quickly with regards to your site's prospective success.

Grab handy facts about [SEO Services](#) - read this publication.

You can also find this article published on [Crucial Basics Of Web Design, Discover How To Multiply Your Likelihood Of Sales From Your Website.](#), and on the tag pages [Web Design](#).