

# 6 Best Practises For Your Website

## Typography

Smaller font sizes make it inconvenient for users to find the information they need

Set minimum font sizes for **desktop** between **16-18px** and for mobile between **14-16px** to ensure readability.

## Optimising Title Engagement

You only have **50 seconds** to engage a user when they are on your site. Your main heading should do at least one of the following:

- a) Explain what it is your business does, including keywords that can be **SEO-friendly**. This reassures users that they are on the correct page, ensuring they will continue reading the content on your website.
- b) Outline how your service can benefit the user - this will build trust and a connection with the user, and would interest them to know how your services can provide this.

## Jacobs Law of Internet Experience

This law suggests that people create models of websites based on their past experience. Avoid deviating from general website standards e.g.

- Navigation bar should be horizontal at the top of the page
- 93% of websites have a logo in the top left - you can position in the centre for a unique feel but the navigation bar ideally should be placed below it.
- Contact us button should be on the top right generally in the format of a button to stand out
- Social media icons should be placed in the footer

## Branding

Maintain a consistent look and feel across all pages of your site.

A good example where this can go wrong is with images.

Use images consistent with your branding to maintain a cohesive visual identity. If your branding is vibrant and bright avoid using darker lit images - this will create a conflict in your branding and reduce trust amongst users.

## Responsiveness

Prioritise mobile responsiveness, given the majority of users access websites from mobile devices.

Optimise for faster mobile loading by compressing large images and minimising animation.

## Clutter-Free Homepage

Design a clutter-free homepage to prevent information overload and confusion among users.

The content on your home page should be a summary of your service. Storytelling is an excellent way to engage users, so building a story on your homepage can help guide users on their journey through your site.