

How to make website attractive and professional

Designing a website that stands out is more important than ever.

Now internet connections are fast and every visitor have not enough time to search online. If your website doesn't have an attractive design, your visitors won't stay for long time.

KEEP IT SIMPLE

This is the first rule of web design. First and foremost, your website should be simple and easy to understand. So, keep your creative energy on a leash. That goes double for your home page. Unless you have a well-established brand like online shopping network you don't want a busy [homepage](#).

A busy site will take longer to load, which means you'll lose customers. Make your homepage sleek and stylish. Show your customers only what they need to see and no more. If your design is professional and attractive, they'll stick around long enough to learn about your brand.

FOCUS ON NAVIGATION

So, your homepage is simple enough that it isn't scaring your customers away. Now, how do you help them get to where they need to go?

Most importantly, make sure your navigation menu is easy to find. The user shouldn't have to scroll to find it, and it should be separate from everything else on the page. Putting a [horizontal navigation](#) menu at the top is always a good choice.

Make sure your navigation menu isn't cluttered. The main menu should have only a few categories. Use drop-down menus if you want more specifics within each category.

CHOOSE YOUR COLORS WISELY

Your website should communicate your brand. And one of the easiest ways to do that is through color.

Colors are like subliminal messages. Whether or not you're aware of it, advertisers are constantly using colors to influence your purchasing decisions. The red used in

fast food advertising is a classic example. Red makes you feel hungry and rushed, which is exactly how fast food companies want you to feel.

CHOOSE A STYLISH FONT

Many beginning web designers don't give a second thought to the font they choose. They choose a basic sans-serif font and move on. But a well-chosen font will make a huge difference to your design.

First, make sure you choose a font that's easy to read. Your visitors aren't going to be very impressed if they can't even read your content. For this reason, we recommend you choose a sans-serif font.

Make sure your font matches the style of your web design. If you want to communicate professionalism, choose a regal font. If you want to communicate fun, choose something a bit more interesting.

TAKE YOUR OWN PHOTOS

Back in the day, everyone used stock photos. They're cheap, they're easy to find, and they're plentiful. Everyone can use their smart phone to capture high quality professional photos. If you don't have an experience for capture photos, hire a photographer.

All these Qualification makes your website more interactive and awesome. This increases the interesting level and motivate learner by increase trust in online business.