**Friday, October 5, 2012**

**Top 5 Website Trend for 2013**

**Mobile Marketing has changed the way we make decisions. The launch of the smart phones a few years back has forced interface designers to think more creatively.**

In short what a user experiences on their mobile with regards to the dynamic interface, they would expect the same functionality from main stream websites. It is amazing how web design has evolved so rapidly over the past five years. We moved quickly from table base design to ccs based design and now to HTML 5 and all its offering. It does not take a brain scientist to tell you what to expect in 2013, just an observant one :)

**Top 5 Website Trend for 2013**

**1. Responsive Website Design**  
The reason why responsive web designing is expected to be in trends of 2013 is that designers cannot design a new design for individual website. It will not only take a lot of your time but will also cost you a fortune. Responsive web design will eliminate all of these problems because of its ability to respond to the size of the device being used. Thanks to responsive web designs, designers will not have to make a new layout for different mobile and desktop devices. A single design will work perfectly on all devices. No would avoid this trend because this trend is expected to make things much more convenient for all the designers.

**Vertical Scrolling**  
Websites’ optimization is going to be a very important decision. Nowadays, a lot of websites offer both, vertical and horizontal scrolling as far as mobile devices are concerned. However, vertical scrolling will lead the trend in 2013. Vertical scrolling is easy, convenient for all the mobile users. Vertical scrolling is quite user friendly, efficient and definitely allows easy navigation. Apart from all this, another trend that is expected to hit 2013 is vertical scrolling of menus and buttons. When a user is scrolling a page down, the header menu should scroll down with it so that the user does not have to go upwards to view the menu again. Same goes for shopping carts and social buttons. Vertical scrolling will be in demand because it allows user a friendly navigation throughout the website.

**Huge Buttons**Since the ‘touch & tap’ is getting famous with every passing day, we can totally expect the trend of huge buttons in the upcoming year. Initially, big and huge buttons were being used just for the beautification purposes however, in 2013; they are expected to become a necessity. Huge buttons will definitely make tapping a lot easier but yes, this trend does have a flaw i.e., huge buttons would definitely require more graphics which will result into slowing down of the website. Designers will have to find a way out or else this trend might not last long. Let’s see what 2013 has in store for buttons.  
  
**Parallax Scrolling**2013 will see a lot of increase in the usage of parallax scrolling effects. This thing has been in the industry for sometime but earlier it was associated with video games only. This feature will basically allow designers to control the depth of design objects on the website being designed.

**Content Curation**

Whether it’s sharing a video, an infographic , a quote, or an excerpt from an article or blog post, content curation has become the topic all the experts are talking about… especially after old school link building took such a pounding by the Panda and the Penquin. Content Curation is the process of sorting through the vast amounts of content on the web and presenting it in a meaningful. With the help of Pinterest and other consumer-oriented companies, content curation – the process of finding, organizing and sharing online content – has gone mainstream. More and more people are looking to content curation to help them navigate today’s chaotic online world. But it’s not only consumers that are benefitting  
  
So there you have it my predication for 2013. Leave a comment and let me know what website trends you foresee for 2013.