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**4 top web design and UX trends that will grow your business exponentially-**

Expanding any business is, well a tough task. A company has to face many uncertainties regarding its marketing approaches, product formation, development plans, all in a single day. With so many constant responsibilities, it can be far too simple to let a small thing like digital existence fall by the edge. However, that would be a severe error. The robust website design is a dominant factor in creating this reliability. By offering an online platform that is facile and trouble-free to direct, users will have a more convinced and positive experience throughout your website, that encourages them more likely to complete a purchase.

To make your presence unique, in the marketplace, there are a few reliable designs components that will convert the website visitors into loyal customers. A proficient and clean website is vital for every business to do well in the online field. The **web design services** mainly focused on the nature of the company and what a business wants for a productive online presence to eventually impel profits ahead.

**Which is the best web design and UX trends that will help to raise your business rapidly?**

Below are the top trends that will boost your business-

**1. Video landing pages-**

Having a video into website designs is very common. Like 80% of internet users watch these videos online every day. But a business does not rely only on this traditional concept of videos. Instead of it, the designers have to take their website designs to the next level by making the video landing pages.

With the help of these video landing pages, they can easily target a direct call to action on a specific web page, i.e. Salesforce. The designers can create an enticing video that auto-plays on the homepage of your website. This approach can be fruitful for the business as it either offers the essential information and displays the brand. Still, it will enhance the user impression of your business entirely.

**2.** **Animation-**

Many times, the users are not able to explore all the features of your website unless you openly tell them. Though only conveying them, the features are not enough anymore. Today, every user expects additional features from websites; thus, every company requires to put more creativity and uniqueness in their sites to achieve their respective goals.

Adding a little animation to highlight the essential features and services of your company is a practical step. The animation can be of the simple effect that catches the user’s attention or a micro-interaction. Users are always looking for creativity and innovation; they will be more interested in the sites which grab their attention and offers them effective solutions according to their requirements.

For example, Airbnb uses its animation application, Lottie, to integrate refined graphics throughout its website and app designs.

**3. Custom layout**

Gone are the days when fonts like Times New Roman, Arial, Calibri or other basic fonts have been used. Today, every website requires the text which fascinates the users towards it. The custom fonts will take your website one step forward that includes your brand identity at the same time it will attract the visitors to site.

This exclusive typography can take many forms or be found in different sections of your design. Companies can use this feature to build their creative logos, while some businesses use these custom fonts in throughout their web design to grab attention to essential contents. Lastly, the use of these custom fonts will depend upon the companies.

**4. Parallax scrolling**

Undeniably, the digital era has changed many facets of our daily lives. Still, it had its negative impact too- it makes people lazy in a way, that they find "clicking a button" option hectic.

Introduction of Parallax scrolling has resolved this issue too. This ultimate scrolling effect has reduced the customer's usual laziness while remaining attractive and visually tempting. With an easy swipe like Tinder, users can quickly go through the information of your website according to their requirements.

It will help the companies to prioritize and manage their content quickly and enhance their user’s prospect of perceiving the site.

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