

1. Did you find at least **3-4 inspiration websites?**
2. Did you use a **standard layout** that most well-known websites use?
3. Did you use **neon colors or washed out ones?**
4. Did you make your **line-height** 1.5 – 2x the font size?
5. Did you make the **call to action** stand out?
6. Will the design help the **business grow?**
7. Did you use **maximum contrast?**
8. Do your **fonts** have enough **personality?**
9. Is the design **memorable?**
10. Does the design **quickly answer** the visitor's questions?



## FOLLOW THESE STEPS TO GET INSPIRATION

- 1 Use Google and search for "web design inspiration"
- 2 Open at least **10-20 tabs** by pressing on your mouse scroll
- 3 Don't look for websites that are **exactly the same** as yours
- 4 Look for beautiful colors, fonts, illustrations, layouts
- 5 Keep only 2-4 websites opened. **No more than that!**
- 6 Don't take too many elements from a single website



It's best you use one color from a website, a font from another, a layout from another, and so on. This will help you not copy/steal a design, which is not cool!



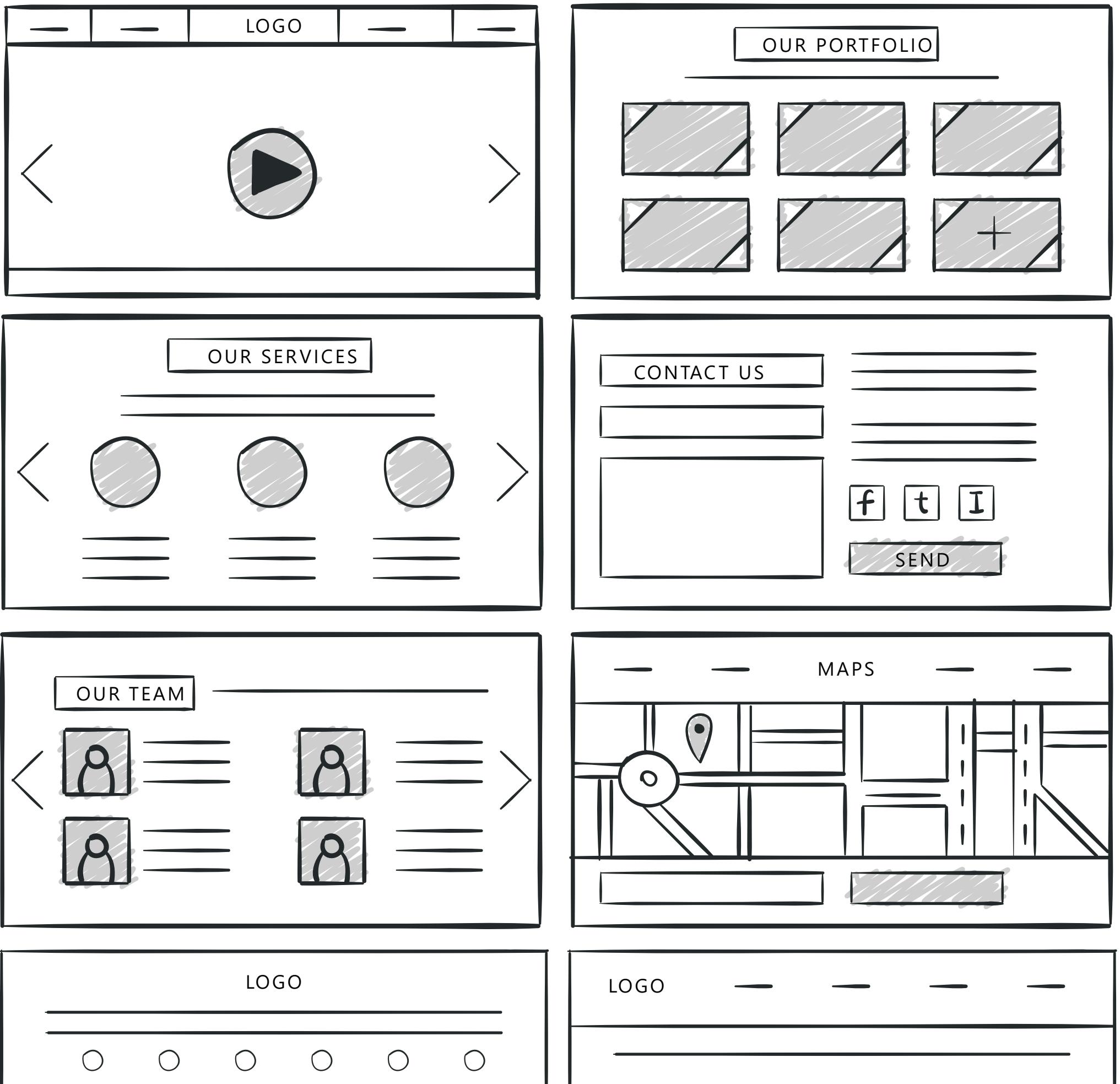
**10-20 TABS  
3-4 WEBSITES**

## FOLLOW THESE POINTS FOR A GOOD LAYOUT

- 1 1920 px total width, **1200 px active area**
- 2 Don't use images that are too big (unless it's a portfolio website)
- 3 Logo - top left, shopping cart - top right, main menu with at least 3 items
- 4 Use a standard footer (3-4 columns, at least 300 pixels tall)
- 5 Hero area must have (at least): title, subtitle, button
- 6 Include **some** imagery (icons, illustrations, photos)



Never try to be creative in terms of your layout. Keep it simple.  
Use what the big companies are using for their websites.

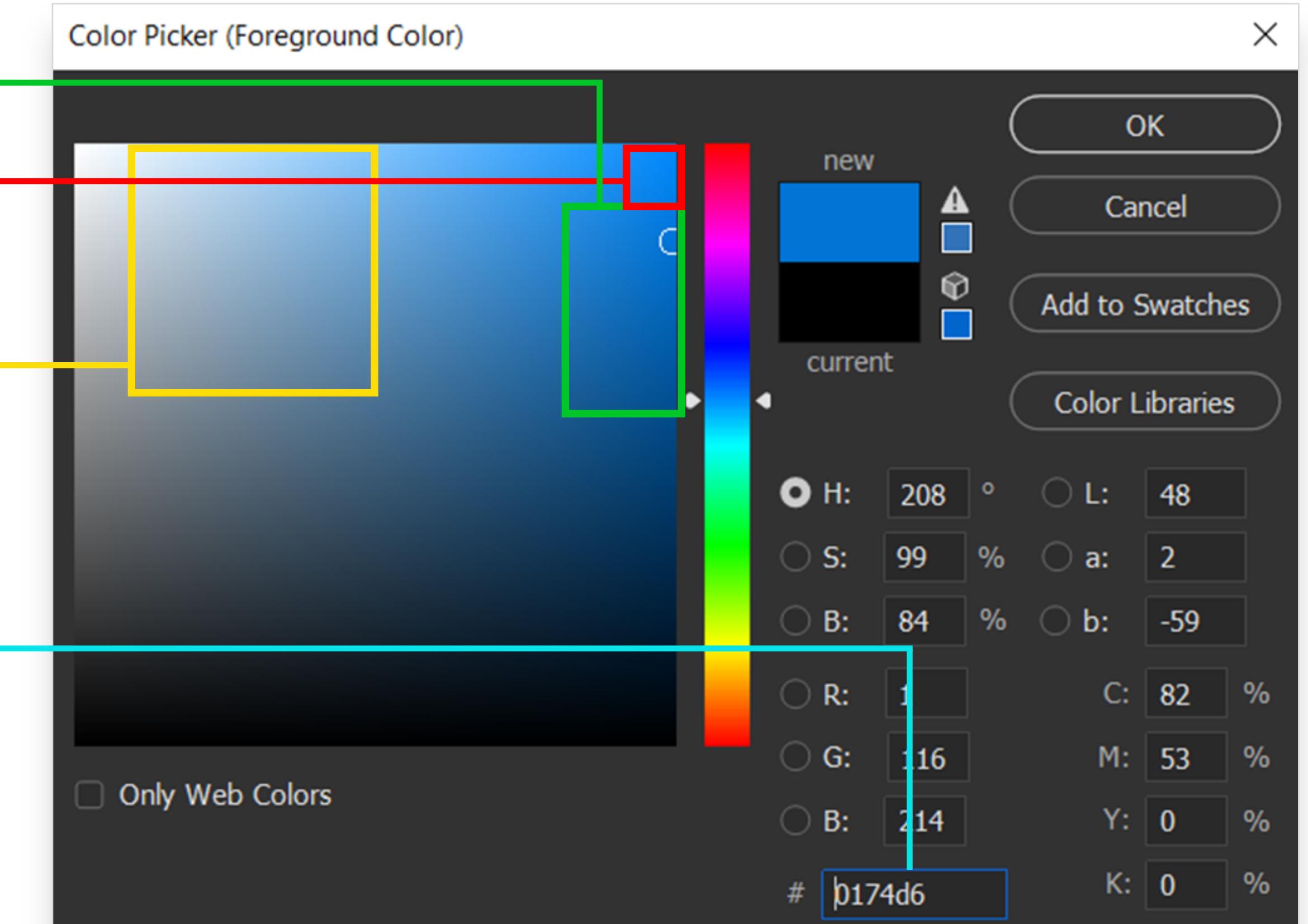


## BEST TIPS FOR THE COLOR PICKER

- 1 Choose your colors from **this area**
- 2 Don't go all the way in the top right side (neon colors)
- 3 Stay away from the top left corner (except for backgrounds)
- 4 Color scheme generators aren't great, **use inspiration** instead
- 5 The 6 character code (#0174d6) is called the **HEX code**
- 6 Avoid browns. Keep gradients set at 0 degrees (horizontal)



Don't be afraid of taking color codes from big companies, but make sure you adjust them a little bit. Don't take anything else from that company (fonts, images, layout)



## MY TOP TIPS FOR AWESOME TEXT

- 1 Line-height is the vertical space between lines of text
- 2 A good line-height value is: font-size \* 1.5
- 3 E.g. if your font size is 20 px, your line-height should be 30 ( $20 * 1.5$ )
- 4 Break up your paragraphs into 3-6 lines of text, no more!
- 5 Leave a visible gap (empty space) between paragraphs
- 6 Avoid browns. Keep gradients set at 0 degrees (horizontal)



**Don't use too much lorem ipsum (fake text). If your client didn't give you any good text, go take some from a competitor's website (just for presentation purposes)**

### BAD LINE-HEIGHT

*Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer ac sapien at justo sodales viverra. Curabitur sit amet eros est. Quisque scelerisque neque dictum ligula ornare, a aliquam tellus fringilla. Aliquam posuere sit amet massa ut imperdiet. Etiam tristique congue pharetra. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Aenean nec mauris et neque sagittis tempus.*

### BAD LINE-HEIGHT

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### GOOD LINE-HEIGHT

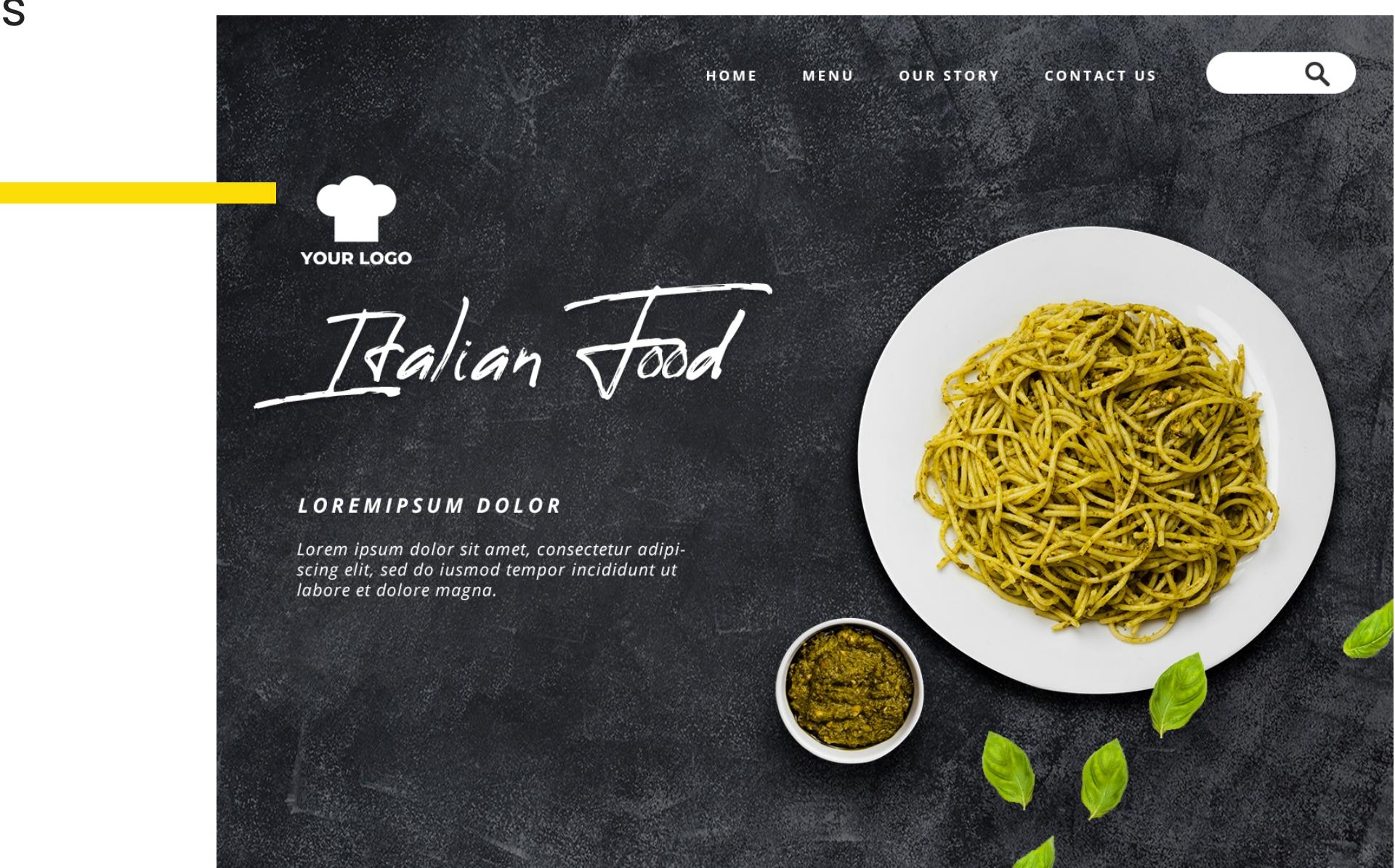
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## CTA = CALL TO ACTION = BUTTON, FORM, PHONE NUMBER

- 1 Every design has to have a purpose: ideally, what should the visitor do?
- 2 A CTA must stand out so the visitor is more likely to use it
- 3 Color, contrast, size, typography -> best ways to make it stand out
- 4 The CTA makes the business work! More actions, more sales!
- 5 Learn about **conversion rates** - extremely important for business owners
- 6 No phone number, no address, no social media, no menu, no prices



Visitors do not have any patience! Don't assume they will "dig" for answers. You need to give enough information, as fast as possible, so the visitor can take action!



## YOUR GOAL IS TO HELP THE BUSINESS, NOT TO DESIGN PRETTY THINGS

- 1** Designers often focus too much on looks!
- 2** Ask the client for access to Google Analytics (GA)
- 3** In GA look at conversion rates, bounce rates, devices, demographics
- 4** Simplify the flow of the website as much as possible! For example: in a form, don't add two fields for "First name" and "Last name".

Every additional field lowers the conversion rate.



In this example on the right side, mobile visitors make up 86% of the total traffic. This means that your focus must be on the mobile version of the website. Insisting on the desktop version won't bring the business that much value because it's only ~12%.

Age ?	Acquisition			Behaviour	
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages/Session ?
	<b>5,895</b> % of Total: 51.01% (11,557)	<b>5,304</b> % of Total: 49.39% (10,739)	<b>7,603</b> % of Total: 49.91% (15,233)	<b>55.49%</b> Avg for View: 50.45% (9.99%)	<b>2.73</b> Avg for View: 2.82 (-3.34%)
35-44	<b>1,599</b> (27.08%)	1,390 (26.21%)	2,072 (27.25%)	49.66%	3.11
45-54	<b>1,225</b> (20.75%)	1,118 (21.08%)	1,546 (20.33%)	61.45%	2.38
25-34	<b>1,209</b> (20.48%)	1,052 (19.83%)	1,614 (21.23%)	47.27%	3.11
55-64	<b>764</b> (12.94%)	709 (13.37%)	951 (12.51%)	66.77%	2.12
65+	<b>623</b> (10.55%)	586 (11.05%)	785 (10.32%)	69.81%	2.11
18-24	<b>484</b> (8.20%)	449 (8.47%)	635 (8.35%)	46.30%	3.03

Device Category ?	Acquisition			Behaviour	
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages/Session ?
	<b>11,557</b> % of Total: 100.00% (11,557)	<b>10,753</b> % of Total: 100.13% (10,739)	<b>15,233</b> % of Total: 100.00% (15,233)	<b>50.45%</b> Avg for View: 50.45% (9.99%)	<b>2.82</b> Avg for View: 2.82 (-3.34%)
1. mobile	<b>10,050</b> (86.13%)	9,310 (86.58%)	13,006 (85.38%)		
2. desktop	<b>1,433</b> (12.28%)	1,269 (11.80%)	2,012 (13.21%)		
3. tablet	<b>186</b> (1.59%)	174 (1.62%)	215 (1.41%)		

## KEEP IT SIMPLE IN TERMS OF CONTRAST: MAX OR NEAR MAX!

- 1 Use dark text on white backgrounds
- 2 Use white text on colored backgrounds
- 3 Avoid colors that go well together with either white or black!
- 4 Avoid using effects (strokes, drop shadows) whenever possible
- 5 Use white text on colored backgrounds
- 6 When in doubt, look at the biggest website in the world!

**THIS IS GREAT CONTRAST**

**THIS IS GREAT CONTRAST**

**THIS IS BAD CONTRAST**

**THIS IS BAD CONTRAST**

## GOOGLE FONTS & ADOBE FONTS - NOTHING ELSE

- 1 Choose fonts according to the vibe of the website
- 2 Fonts have **personality**. Don't go too plain, don't go over the top
- 3 Make a note of 3-4 typefaces that you love and stick to those
- 4 I love Poppins, Nunito, Zilla Slab, but it's best you choose your own
- 5 I avoid Lato, Roboto, Open Sans because they're too simple
- 6 Stick to 2 typefaces per project. 3 is the absolute maximum!



When you want to use script/handwritten fonts, please make sure the text is easy to read. It's essential that people can quickly understand it. Keep the text short!

this is too much!

this is too simple

This is friendly

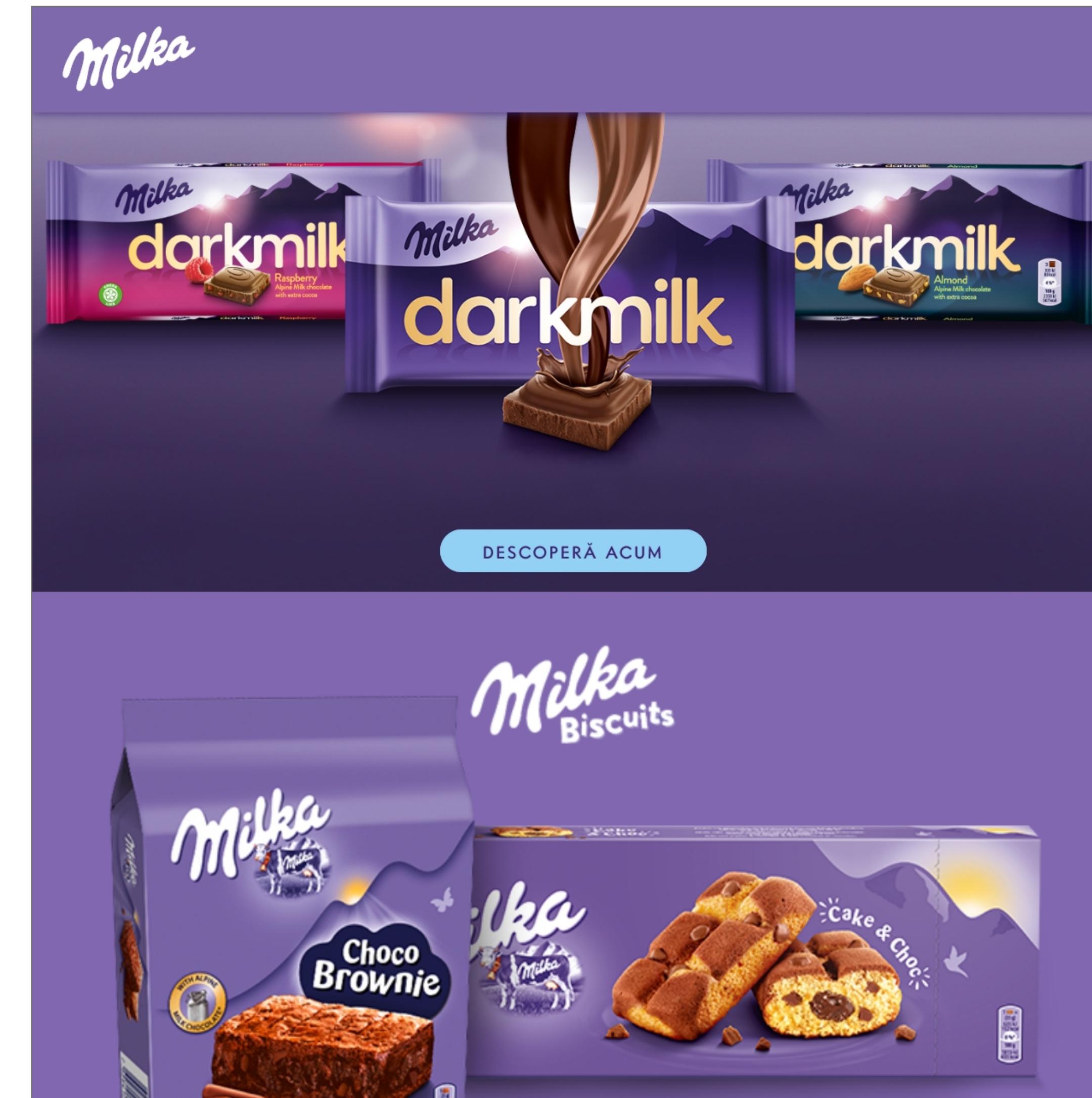
THIS IS MASCULINE

## USERS SEE LOTS OF WEBSITES. MAKE SURE YOURS HAS SOMETHING SPECIAL!

- 1 Use beautiful colors, fonts, imagery, icons, illustrations
- 2 You will need a subscription on Freepik.com and/or Flaticon.com
- 3 Imagine that the user won't read anything. Make it clear what's it about!
- 4 Remember to help the business grow! It's not art, your design is a tool
- 5 Ask yourself "what would I remember from this website?"
- 6 Most people spend seconds on a website before closing it



Bounce rate is the percentage of site visits that are single-page sessions, with the visitor leaving without viewing a second page. It is typically used as a measurement of a website's overall engagement.



## GIVE LOTS OF ANSWERS THROUGH A SMART LAYOUT

- 1 Use a top bar for: social media, phone number, address
- 2 Use the subheadline to give more details about the business
- 3 Make it clear where the business operates – what city, country, etc.
- 4 Whenever possible, show prices, ratings, add-to-cart buttons
- 5 Keep the layout standard – this helps people get answers fast
- 6 Remember to use the footer for less important questions



Most people quickly leave a website because it doesn't answer their doubts or questions. Most people think about shipping costs, pricing, contact info, reviews. Try to show those as clear as possible.

The screenshot shows the Ohvăz website. At the top, there's a top bar with icons for social media (Facebook, Instagram, YouTube), a phone number (0764.378.979), and free shipping information for orders over 200+ lei. Below the top bar is the main navigation menu with links to ACASĂ, PRODUSE, PRESA, MAGAZINE, CONTACT, and BLOG. The main headline on the page is "Câștigă timp, energie și sănătate". Below the headline, there's a subheadline: "Uită de vase murdare și de junk food. Ohvăz îți livrează micul dejun și masa de la ora 7 în întregul țară. Produsele sunt 100% naturale, sănătoase, conservanți, coloranți sau chimicale. Ajută digestia și sunt delicioase. ★ Peste 3000 de recenzii pozitive și 4.71 (547)." There are three product categories displayed: BAUTURI, BISCUITI, and BUDINCA DE CHIA. The BAUTURI section shows jars of chia seed smoothies with labels like "Ciocolată și Ananas" and "Merisoare și Cocos". The BISCUITI section shows a jar of chocolate and banana cookies. The BUDINCA DE CHIA section shows a jar of chia seed pudding with a label that includes "Ovăz cu Lapte de Măgdale".

THANK YOU!

## I TEACH PHOTOSHOP, ADOBE XD, FIGMA & MORE

I hope to see you in one of my web design courses, but remember that I also teach app design – Android & iOS apps, graphic design, freelancing, and a few other topics.

If you want to learn more about my story, I also have a biography called "One Million from Photoshop". In it I explain how I managed to become one of the best Photoshop instructors in the world, a successful freelancer, and serial entrepreneur. Thank you and I wish you all the best!

PS: Join my Discord or Facebook group if you want to chat. Everybody's friendly!

**Chris Barin - Certified Adobe Instructor**

