Web Design using Dreamweaver

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Fundamentals of Web and Dreamweaver

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Web Designing :

Web Design is a field related to designing websites on the Internet.

Without a good design, a website fails to perform well.

Web Designing is the art of making websites look and feel good to the user and providing easy access to the website features to the client.

It focuses on improving the user experience rather than development.

Elements of Web Designing :

1) Layout
2) Colour
3) Graphics
4) Fonts
5) Navigation
6) Multimedia
7) Compatibility
8) Technology

Essential Components of a Good Website:

Layout: arrangement of elements-headers, footers,content

Visual Design: Color schemes, fonts, images, graphics

Content: Organizing and presenting text, images, videos

Responsiveness: Website is optimized for various devices and screen sizes

Accessibility: Making websites accessible to all users

Key Guidelines for Effective Website Design

1. website is easy to use and navigate

2. accessible to all users, including those with disabilities.

3. various devices and screen sizes, including desktops, tablets, and smartphones.
4. fast loading times.
5. Minimize the use of heavy elements.
6. Test the website on various devices and browsers to ensure compatibility and performance.
7. Keep the website updated with fresh content and features.
8. Gather user feedback to make informed improvements and enhancements to the site.

Discovering the ROI of successful web design:

"What do we get in return for designing a good website?"

ROI (Return on Investment) which refers to the tangible and intangible benefits obtained against the money spent on creating and maintaining your website.

Tangible Benefits

Intangible Benefits

Discovering the ROI of successful web design:

•**Tangible ROI:** Direct, quantifiable financial returns.
Gains that can be linked to clear, numerical measures—revenue generated, costs avoided, or productivity improvements.
Metrix : Increase in sales ₹ or %

•**Intangible ROI:** Strategic, reputation-driven gains that support long-term growth.
Gains that influence success
Customer Satisfaction
Market Reach

Impact on ROI:

1) Impact on Credibility: A well-designed website instantly builds credibility and trust with visitors.

75% of users judge a company's credibility based on its website design.

Poor design can lead to high bounce rates.

Impact on ROI:

2) User Experience (UX): Navigation helps users find what they are looking for quickly, enhancing their overall experience.

Good design ensures that the website is accessible to all users, complying with legal standards.

Impact on ROI:

3) Visual Identity : A consistent and professional design helps build trust and reliability, making users more likely to return.

4) Mobile Optimization: With the increasing use of mobile devices, a responsive design is crucial.

5) Maintenance: A well-designed website with clean code is easier to maintain and update, reducing long-term costs.

THANK YOU

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