**The planning and creation of HTML driven web pages to be displayed over World Wide Web is called website designing.**

From the time a user enters the website, till the time he leaves, website design leaves a great impression on his mind. Everything else, like content, images, videos etc. come later. Design tells us ‘how’ and ‘why’ to use the site. Web designing consists of some key elements as such:

* **Website Layout** – The way in which graphics, text and advertisements are arranged over the web page is called layout. The purpose is to provide information at a glance by maintaining integrity, balance and consistency all over.
* **Colour**– The colour across the web page depends upon the organization and client for whom the website is being prepared. It may range from simple to classy, from black and white to multi coloured design.
* **Graphics** – The arrangement of images, clipart and icons, logos to enhance the creativity are called graphics. These are needed to be placed appropriately to increase user-friendliness, in line with the colour and content of the website and keeping the load time minimal.
* **Fonts** – Proper use of fonts and styles must be done which are of readable size and attract user attention.
* **Content** – Usage of relevant content which may together with graphics can enhance the overall appeal of website, must be done. The text of website must always be useful and illustrative so that users may understand the underlying objective of the website. It must be keyword rich and search engine friendly to get higher franking in search results.

Some of the fundamental factors to be considered while designing a website are:

* We need to know about our target audience, their likes and dislikes and what they really want to read about
* We must know what is the purpose of our website, why exactly we need to develop it
* The objective of our website, what we want our website to convey
* While designing our website, we must sketch often. Sketches are easy to do, fast and cheap. They help us in getting new ideas which is not possible on working electronically.
* We must also generously make use of white space. These help users give a break and helps in readability. The white space must be in sync with the font size, the colour and the content to be displayed.
* Use of grids must be done, which is in-fact proper alignment of text.
* On a webpage, only one single thing must be emphasized.
* It must be considered what are competitive websites are displaying
* Website must be easily navigable and accessible
* Choose backend program, like content management system with care
* Website must be compatible with various browsers
* Website must be protected against online threats like virus attacks and online transactions, for this they need to add SSL certifications. Regular security checks need to be performed.
* It is important to integrate with social media, which is more or less like word of mouth advertising. Customers get to know about the brand, and get in touch with the latest updates.
* With increasing use of mobile phones, people have started using internet with variety of tablets and smart phones along with computers and laptops, these days. Therefore, website must be such that it can be viewed any kind of devices whether on mobile or on web.
* Users must be able to surf the website quickly and easily. They must be able to grasp all the functions of the website and must be able to find out what they are looking for quickly.
* Website must not take long time to load, it must have images that are not bulky and makes website structure smooth.
* During website planning stage, needs of target audience must be considered.

In order to run an online business, there are certain legal requirements which must be considered. Our website must comply to :

* The data protection act 1998
* The privacy and online communications regulations
* E-Commerce regulations 2002 (In case of ecommerce portals)
* The Companies Act 2008
* The Disability discrimination act 1995.