Web Design Cheatsheet

For Beginners.

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Introduction

The design of your website is very important to keep your visitors engaged and actually want to know more about you and your business.

Even though you can pretty much build anything with this Drag n Drop Builder, making it look nice is another thing.

This is a simple guide you can follow, so that the end result looks professional, clean and polished.

These are just general guidelines as in design there isn't a right and wrong. However, it can help you make quicker and better decisions.

I don't consider myself a professional designer so if you are a professional you can ignore this. But I wish I had something like this when I created my first wevsite. Hence why I created this.

Let's get started...

Work Flow

Building a website is very similar to building an house. You can't skip steps and expect a beautiful and stable house.

Alot of tutorials (even my olders ones) skipped straight to building before talking about the design & images, which is not the best way to build a beautiful website.

It wasn't until I realised that people's websites didn't look great despite the amazing drag n drop builder. So this is why I want to explain how it actually works.

Think of a website like an house. You need to buy the land, design, get the materials and then the developer will build it for you. You can't build the house until you have designed it and have got most of the materials ready. Otherwise, it's not going to turn out well and be very inefficent. Imagine getting a piece of wood from the warehouse everytime you needed it, rather than having it all ready.

And then just like your house, your website is something you will need to continually tweak, update and maintain.



Colours

Colours evoke emotions, so choosing the right colours will make a big difference for you and your brand.

Most people get started without choosing colours first and then choosing random colours as they are building and it ends up a mess.

I don't want to get into colour theory but this is what I found to be the easiest way to get a great result for a beginner.

TIP #1 - Choose ONE Main Colour

You can use 10 different colours and your website can look great, but when do you use those colours? That's the problem for non-designers.

Luckily, Your website doesn't need many colours to look good. In fact, you can just use neutral colours (eg. Apple.com) and it still looks amazing.

The most important part are the images, which I'll be covering in a second.

If you do have a main colour, you don't need to over use it either. It may be just 10% or less of your website, with the rest of website consisting of neutral colours (white and greys) and images.

Colour meanings: http://www.color-wheel-pro.com/color-meaning.html

Find Colours Here: https://flatuicolors.com/

Tip #2 Pick an Accent Colour

Your accent colour will be used for the areas you want to bring attention to. That could be buttons, call to action areas, icons etc.

Tip #3 Use Neutral Colours (Shades)

When you don't know which colour to use, just use a neutral colour (aka shades). It almost always will looks good, it's like wearing a white t-shirt. You can match it with anything.

Tip #4 Use Shades of Main Colour (Monochromatic)

Sometimes you need to use a different colour to seperate the elements. Think of wearing a white t shirt and blue jeans. Your belt, would be an element and wearing a navy blue belt is an easy match.

Tip #5 Use a Neutral Colours for your Header & Footer

Using a light or dark shade for these sections, means it's super easy to match with any image.

Unless you are taking your own images, it's harder to find Images that matches well. It can be done, but it takes more time & effort.

Find shades of colours: http://www.0to255.com/

Example of site that does this well: https://www.upwork.com/

Fonts

Similar to colours, you don't need many fonts or fancy fonts to make a website look great! Yet, many people choose random fonts which might be cool but not readable.

The number #1 thing you should be worried about regarding fonts, is whether or not its easily readable by your visitors.

There are two different types of fonts (Typefaces)

Serif

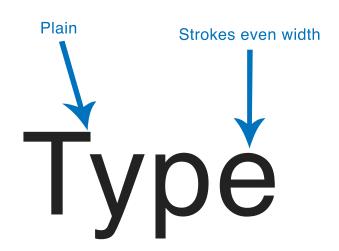
Thick & Thin Strokes Thick & Thin Strokes

Traditional, Elegant & Handcrafted Look.

Good for long reading, such as blog posts.

e.g. Forbes's Blog, Taylor Stitch & Many Fashion Blogs.

San Serif



Simple, Clean and Modern.

Most websites will use this typeface.

e.g. Apple, Google & Tesla

Recommend Google Fonts

Some fonts are free and some are paid. But if you are following one of my tutorials and using the Themify Themes, then you get access to hundreds of Free Google Fonts.

You can use "What Font" a Chrome extension to inspect fonts on any website. But sometimes it might not be available. You can do a Google search on "Similiar Google fonts to....." and use that instead.

Re	com	men	ded	Serif
	COIII		ucu	

Cardo

Merriweather

Pt Serif

Recommended San Serif

Open Sans

Lato

Roboto

You can also try: Raleway, Monsterrat & PT Sans

Designing Layouts

Even with a drag & drop builder, it can be overwhelming when it comes to designing your pages.

You can use the templates or even replicate popular web pages you like. But having a basic understanding first will help.

Tip #1 - Take Inspiration

You should open up a few webpages you like and see where and how they layout their content. You can pretty much copy their exact layout if you want. Obviously you should have your own images and content!

Tip #2 - Body Font Size

This is text size for your main content. I recommend somewhere between **16-18 px** depending on font type.

Headings and Sub heading can be any size, but make sure to have some hierarchy. eg.

Heading 1

Subheading

Body text

Designing Layouts Continued...

Tip #3 - Line Length

Use 45-90 characters per line for an easy read. You don't want your text to go from one side of the page to the other side.

Also try to format your text into easy to read paragraphs, especially if you have alot of text.

No one want's to read a solid block of text!

Tip #4 Separate Content

Use alot of white space, this gives it a clean and simple look.

This will reflect back on your business.

You can also use divider lines, Background Images, Colours (Neutral or Gradients) to separate sections. This breaks things down for your visitors, and makes it easier to consume.

Tip #5 - Use Gradients

Gradients are great for separating content but also overlaying images, so text becomes visible or to match image with colour scheme. It's also helps give a website a more fresh, new, cool vibe.

Find gradients on: https://uigradients.com/

Images

On your website. images are the 3rd element to a page besides text & colours. A bad image will ruin your chances of people actually looking further on your website. Yet, it's one of the most overlooked areas in building a website.

I'm not talking about photography, because i'm pretty bad at that and still learning myself.

I'm talking about selecting the right image, applying text ontop, cropping to ensure the size is not too big which slows website or too small which stretches the image and looks low quality and blurry.

#1 Where do I get them?

If you can't get your own images taken, which I recommend because it's more relevant, authentic and everything will look consistent then go to https://unsplash.com/.

They have an awesome collection, which are all high quality and you can use for personal/commercial purposes without crediting them.

Other places to get them are:

https://pixabay.com/

Video Sites:

https://pixabay.com/en/videos/

http://mazwai.com/

http://www.coverr.co/

https://www.pond5.com/ (Paid, but awesome!)

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Images continued...

#2 Choose revelent and unique images

BAD



Why?

It may be obvious to some, but I've still seen many people who are making websites for themselves – use something similar. It looks very stock, everyone knows that's not really you. So it's not unique or authentic.

People value Authenticity and Relevance much more than looking "professional".

Also, if this is for a Hero Image (Main Image) - If you put text in middle, it's not really visible.

The best option is get your own images but the next option, find something less cliche. See the next page for some examples.

Images continued...

BETTER



Great, if you are a freelancer and it's your style. High quality, relevant and easily add text if it's you hero image.



Good, but If you want to put text over it, you must put a overlay colour/gradient on top to ensure text is visbible.

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Before Uploading to Your Website.

It's important to crop your images, because most often than not – it would be too large and that would mean it will take longer for page to load. And sometimes, you might realise your image isn't big enough and it will look low resolution and stretched.

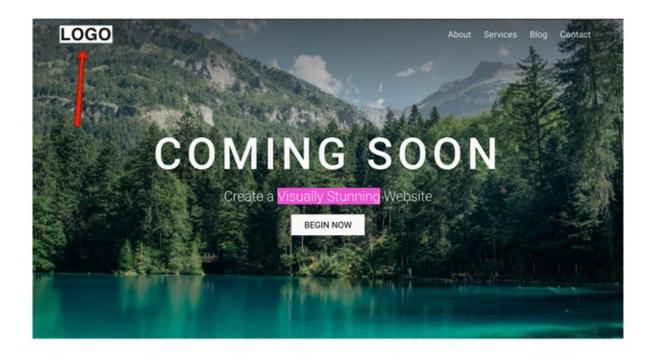
- 1. Use Fotor @ https://www.fotor.com/ (Free Image Editing)
- 2. Hero Images I crop it to around 1800 x 1000 Sometimes to 1600 x 900 because the image might have a lot of detail and the file size is too big.
- **3.** For similar functionalities like Photoshop try PixIr Editor @ https://pixIr.com/editor/

Note: I show you how to do it step by step in the tutorials

Logo & Favicon

File Format is Important

When you are adding in a Logo & Favicon, it must be a .PNG file which means it's transparent. As you can see from the example below, it ruins a nice landing page and seems unprofessional.



Size of Logo & Favicon

The size of logo, doesn't matter much because you can scale it. Anything around 300 px width x 100 px height is plently. When you are editing the size of logo in the customizer, just change the height and the width will scale down proportionally. I use 32px height for the "header top bar".

Favicon should be 32 x 32 px. Just an Icon, no text. And PNG format.

Get \$5 Logos & Favicons @ https://www.fiverr.com/

Final Words

Thank you for following my tutorials and this guide, truly appreciate it!

On another note, I do get alot of requests for content on SEO, Traffic & Conversions.

Unfortunately,
I don't have much content on that yet but here are some really great places to get started.

SEO/Traffic/Conversions

https://neilpatel.com/blog/

https://backlinko.com/blog

https://conversionxl.com/blog/

Blogging

https://smartblogger.com/

You can find me at

support@hoganchua.com

https://www.facebook.com/HoganChuaOfficial/

https://www.instagram.com/hoganchua/

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