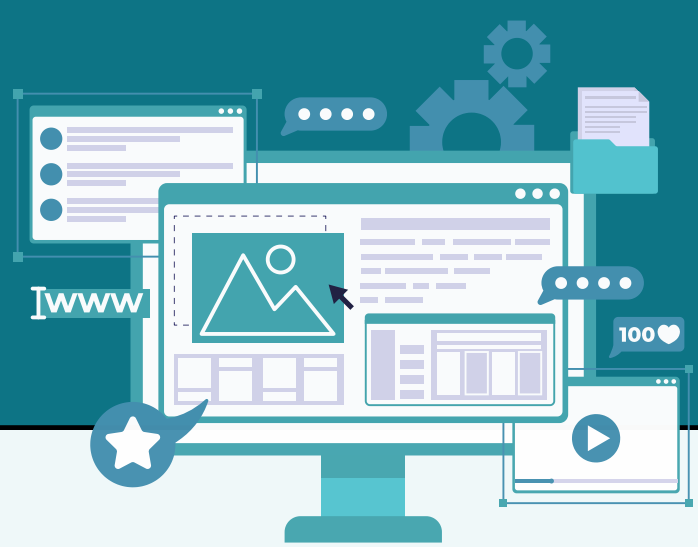# Small Business Success:
How Simple Web Design Strengthens Marketing Efficacy

Any Business, Any Place, Anytime

Small businesses come in many different shapes and sizes, but can all universally benefit from simple, effective web design and digital marketing strategies. Having a minimalistic, user-friendly website that blends aesthetics, functionality, and branding elements increases consumer willingness to visit and return to a website.

Company Branding and Aesthetics
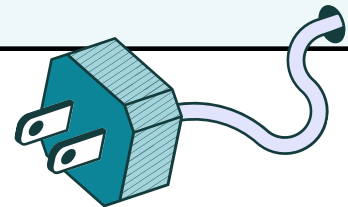
Expanding on Branding

The first step in a digital marketing strategy is to have clear, visually appealing brand design that influences the aesthetics of a website. Establishing consistent brand themes across a website helps to connect the consumer to the brand meaning and messaging. If branding aesthetics are unclear, the website design can seem jumbled or confusing.

Example: Whole Foods Market

Whole Foods Market, as a brand, focuses on organic products and uses this to influence their website design choices. The use of green relating to nature, images of healthy meals, product spotlights featuring fruits & vegetables, and other design choices allow their website and brand to blend together seamlessly.

Web Creation Made Easy
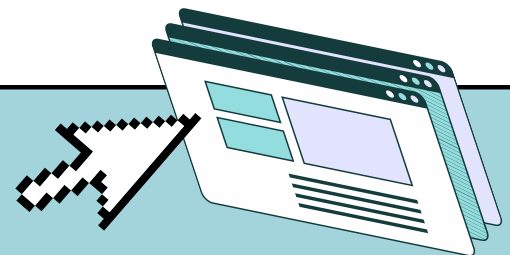
Utilizing online platforms that offer templates, tutorials, and domain building can help small businesses create and design aesthetically pleasing websites with no stress about coding or HTML. Sites such as Wix, Go Daddy, and Square Space are just a few of the many web design tools that can be used to enhance a small business' website. My personal experience using Wix has been very positive, as it guides the user through different structures and design options while still allowing for creative freedom and personalization.

Improving the User Experience

UI/UX: What does it mean to you?

User interface design, or UI, and user experience design, or UX, both relate to how the user experience is connected to website aesthetics and functionality. What this means for small businesses is for them to carefully design a website with their customer in mind.

Search Engine Optimization

Well-constructed websites lead to higher search engine optimization, which is a pivotal decider in where your small business page appears in search engine results. The better the design, functionality, and aesthetics of a website, the better the SERP position.

The Good, The Bad, and The Ugly
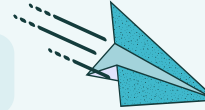
In order to visualize these concepts, below are two different small jewelry brands' websites. The left image exemplifies clear branding, relevant photos, and aesthetic design, whereas the right image represents a more visually cluttered website design.
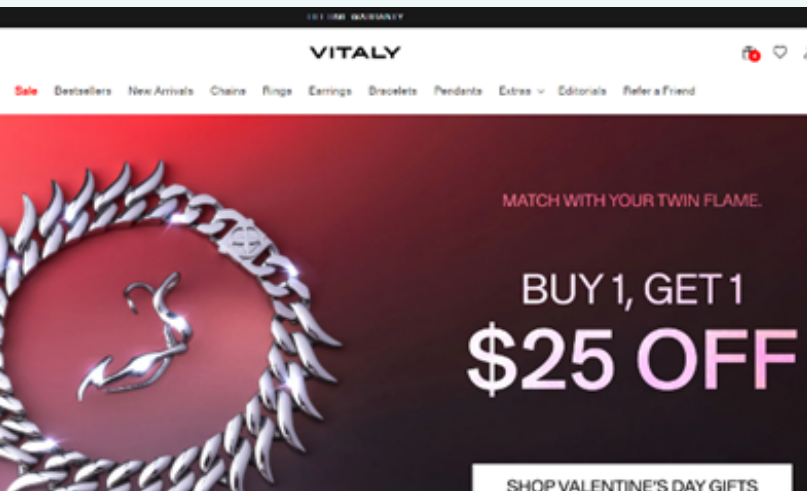
✓ VITALY

High quality product images, compelling call to action, easily navigable menu, aesthetically pleasing brand theming, colors and fonts are consistent.
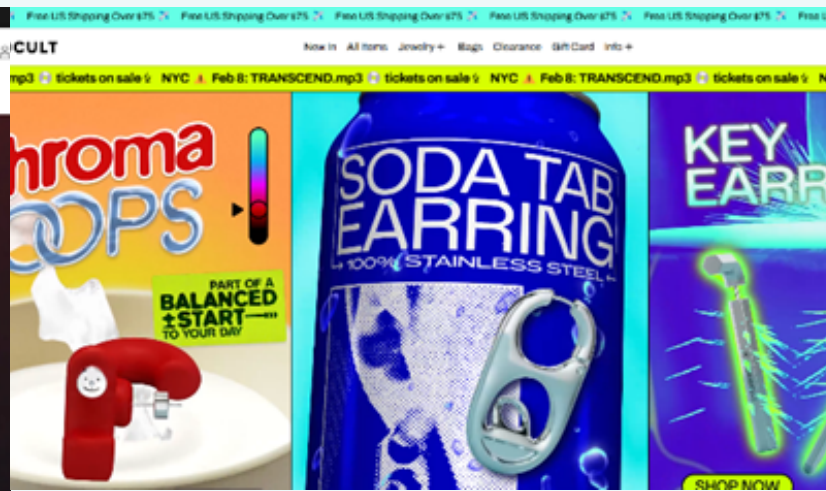
? STUDIOCULT

Many moving animations, inconsistent font and color theming, no clear call to action, product offerings are unclear, jumbled information/navigation.

Website Design Takeaways

Margariti, Kostoula, et al. "A typology of minimal homepage design: The case of global fashion brands." Visual Communication Quarterly, vol. 31, no. 2, 2 Apr. 2024, pp. 99–117, https://doi.org/10.1080/15551393.2024.2336931.

🔍 | Too many colors, photos, or animations can distract the viewer

🔍 | Choose a theme: use fonts, colors, & photos that relate to the brand

🔍 | Start conversion process with sign ups for emails/newsletters/deals

🔍 | Be true to your brand- take inspiration but be unique!