



## Corporate Web Design Best Practices

Web design is big business. Companies from all industries and all over the globe have websites and use them to not only market their products and services, but also generate business. Corporate web design, while it follows the same principles and practices of traditional web design, is on a much larger scale than the average business. As a result, careful consideration must go into the design and implementation of corporate sites.

Corporate web design is much more intricate and complex because of the sheer volume of pages and functionality corporate websites require. In most instances, there is not only an in-house web design, but a team of individuals that are responsible for the day-to-day operation of the website.

### *Corporate web design best practices*

There are a number of key components, that when done effectively, make for successful corporate websites.

- *Designing from the user's point of view:* Corporate websites must be designed from a user's perspective. Designers often overlook this and as a result, run into issues with site functionality. Corporate web designers must understand who is going to use the website, for what purpose, and how frequently. Multiple user types are very common on corporate sites and designers must take this into account. Different functions and access points for internal users, customers, and accounts must be considered.
- *An effective layout:* Every website must have a logical layout. Refrain from trying to cram in too many features onto a page. The overall design of the site should not be cluttered and should stick to the intended purpose of the corporate website.
- *Effective navigation:* Navigation is particularly important for corporate sites. Many of these sites have hundreds and even thousands of pages depending on the focus of the website. Therefore, effective and consistent navigation is absolutely necessary so users can find the information they need, accomplish tasks, and understand where they are within the hierarchy of the website. If users cannot quickly find what they need, they will exit the site and a customer could be lost.
- *Hubs:* To reduce confusion and better organize larger corporate sites, many are separated into specific hubs. These hubs have a particular focus and allow users to navigate to certain hubs based on their intended use of the website. Knowledge hubs are not popular as a means to provide educational information to users.
- *Graphic Design and Multimedia:* While an aesthetically pleasing site with modern graphics and multimedia capabilities are important, they should not be overdone. Wait for new technologies



to be proven before implementing them on your site. Also, refrain from adding too many widgets or Flash because it can slow down the overall performance of your website.

- *Search engine optimization:* SEO is not an afterthought when it comes to web design. Creating online visibility in search engines is vital to the success of a corporate website. Companies cannot rely on brand recognition alone to attract visitors to their site. SEO implementation must be completed as new pages and sections are added to the corporate site. Corporate websites are simply too large to try and implement SEO after the site is built. It is an ongoing process that must be monitored and refined carefully to maintain high search rankings.
- *Content management:* An effective content management strategy in conjunction with corporate web design will ensure that all users will be able to quickly find the information they require. Content must be organized logically (from the user's perspective) and presented in a manner that is easy to read, understand, and share.
- *Overall performance:* Corporate website must function at a high level at all times. All plug ins and widgets must function properly, load times must be minimal, and internal and external links should work and point to their intended target.