

A photograph of a business meeting. Two people are seated at a table, looking at a tablet and a document. The person on the left is wearing a dark suit, and the person on the right is wearing a mustard-colored jacket. They are both holding pens. The tablet and document show various wireframe designs and charts. The background is a blurred office setting. The image is overlaid with a large white diagonal shape on the left side, which contains the title text.

GOLDEN RULES OF WEB DESIGNING

Yarddiant

- **Easy navigation**

A website is said to be good with its navigation. Easy navigation leads the users to spend more time on the website. A better user experience increases traffic. Users scroll through the menus to find what they need with the help of easy navigation.

- **Simple URL**

A domain given to the website URL must be simple and easily understandable.

- **Prioritize the message**

The main goal is to convey to the users what the website is about. Provide them with relevant information without distracting them with any splash messages, pop-ups, and other floating menu bars.

- **Call-to-action**

Better user engagement and conversion rate could increase with setting up an effective call-to-action button on the website.