

Is There Such a Thing as Optimal Web Design?

When talking about design across-the-board, it's harder to define what is the best based on a singular standard, as compared to deciding which is more aesthetically pleasing than the other. After all, like most human creations, there may be no exact definition or standard to define or embody perfect design at any cost, especially given the subjective perspective by which each individual may look upon any object.

However, there is such a thing coined by many as optimal web design. Optimal, by virtue of its definition alone, already means the most favorable or desired form of any particular subject. This then translates to what is optimal web design—which is web design that best suits the tastes of the greater majority, while at the same time working within the feasibility constraints of any undertaking.

What then makes web design optimal? Web design is optimal when it seeks to provide maximum utility to users while providing business or operational viability. In this way, the designer is able to best provide for the demand of both the end consumers as well as the people who plan and conceptualize for the purpose of deriving profit.

Putting the end users in mind is another means in order to emphasize what's in every web designer's mind—friendlier usability for each and every user. This means taking into consideration the fact that people visit websites in order to find particular content; therefore, it is imperative that the content must always take the precedence over any other accents and extraneous designs or artwork.

The more effective web designers are not afraid to make use of white backgrounds, or generally very clean lines in their website. By limiting the use of unrelated pictures that may even cause loading the page to take longer, and adding in very integral elements like the title and an outline of the contents of the page, it brings attention back to the content over anything else.

Pictures, unless completely necessary, should be used sparingly. When it would take longer than usual to load due to the size or the volume of pictures, it is recommended to forewarn users so that they may opt out of viewing pictures and instead proceed to seeking content they need. Moreover, advertisements and their placements, when possible, must be planned so that while they will serve their purpose, they will also in no way cause distraction or distaste to the visitors of the website.

Moreover, navigation is made consistent and simple in order to make accessing content as simple and as easy as possible. After all, who's to say if everyone who surfs the Internet have the same capacities to grasp and decipher navigational tactics and the like.

Integrate into the design a means through which each and every visitor may have access to basic information about the website and its proponents (usually in the 'About' page), as well as a means of access to the privacy statement of the company. After all, the latter has played a big role in building—or inversely destroying—many relationships on the Internet.

An additional means in order to have an optimal web design is by using rudimentary conventions in web design—like making clear buttons, describing links accurately, and displaying links in the conventional blue. In this manner, the website will accommodate even the older users without the same sort of grounding with the use of the computer, and will make sure that users have the least amount of trouble in just trying to access a design.

However, there are also particular selling points that will assure marketability and will reflect business viability to its necessary degree. First and foremost, aesthetic design and code design are very much limited by the resources made available by the company. It is also important that the website has the capacity to meld in with the strategies undertaken by the company.

The first consideration in the optimal business viability of a website are the limitations experienced and set in order to create it. This includes the limitations on space, the domain address, as well as the terms and conditions that a company would have to sign in order to enlist services.

Moreover, optimal web design when it comes to business applications when the website is able to integrate itself to all the collective efforts, like marketing strategies and the like, of any company hoping to gain an edge through the Internet. This means that in the end, while aesthetics play an important role, creating an optimal web design is still one that best accommodates without alienation its users, sponsors, and web design planners.