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Some principles for the design of successful and appealing websites

Abstract

Digital marketing communications has been undergoing incredibly dynamic development recently and what is true today is not valid tomorrow and must be replaced by new findings. And with every considerations and recommendations a number of other questions appear, which deserve answers. The authors tried to find answers to these particular questions. The article deals with current issues of web design and some new trends in this sphere of social reality. In its first part, the author reflects on issues of creativity and their specifics in the case of web pages, including options, rules and regulations within the user experience design (UX) and user interface (UI). In the following article, in its second part, the authors present 10 golden rules for creating successful and effective websites that every as a successful web designer should know. The rules relate to the content of the site and its design.

Keywords

Website design, creativity, juxtaposition, logo, website header, call to action, site structure, menu, headlines, font size, text blocks, buttons, graphics, social media, engagement, site footer

The importance of good-quality websites for effective communication in business, public administration, non-profit or any other organization is without any doubts. The existence of websites is one thing, their quality, performance, design and content is another. Both flawed content and poor website design have probably the same communication effects as spectacular billboards situated in the middle of the Sahara desert. The world is congested by a huge amount of commercial and non-commercial messages in both offline and online forms. To make a website able to perform its communication function effectively to accomplish communication objectives, it is necessary to create it very well and very appealingly. Not only because of Google evaluations, but simply because visitors evaluate them, and next to it, a website is an organization's storefront and an important tool to fulfill its

institutional main communication objectives.

To do so, the website should accomplish at least three fundamental preconditions:

- a) Professional website design, including the necessary graphic and technical skills of the designer,
- b) Originality and creativity of website design,
- c) Correct marketing strategy

The aim of this paper is to focus on some aspects of website design solutions and the main design principles specific to this area of online communication.

Creativity and production of websites

The main reason why people visit websites is content. Content is the king. However, at the same time, design is the queen. Sites rich in information, but of bad design, simply do not work. The content and design must complement each other. The website designer should keep in mind that the site must be original, creative and at the same time user friendly. Creativity is a factor that gives our communication viability, attract attention of prospects, be better recalled and evoke a positive emotional response. Creativity is designer's intrinsic expression. One Czech proverb claims "Where there is nothing even the devil cannot take." Or even better John Hegarty's view "Read shit and you'll create shit". It is similar to sport,

20% talent and 80% drudgery, competitions and cooperation with the best. It should be noted that creative solutions are just a tools, not a target. The aim of the website is not to present the extraordinary and exceptional artistic self-fulfillment of its designer, but above all the promoted product/service or subject that pays for the website. A website must first and foremost meet communication goals.

The creation of a original website which is also likeable and user friendly, is not just a matter of the education or concentration of a designer. It's also a matter of the knowledge, luck, talent and hard work of the designer. However, there is another important feature in website design, which is **relevance**. Relevancy is understood that the message is somehow important to the recipient, that it relates to his/her personality, needs and interests. To do this, the idea of the website must not only be original, but must include something that is important to its visitors. The relevance then presupposes enough empathy of web designers².

At the beginning of each creative activity is a thought or idea. Another prerequisite is the originality of the idea and courageousness (bravery?) of the designer, who must defend and give reasons for his/her creative output. One of the current trends in design is **minimalism**. Whatever you do, do simply because simplicity is one of the main goals of the design.

As proof of the validity of this trend one can use the quote by Antoine de Exupery "A designer knows he has not perfection achieved when there is nothing left to add, but when there is nothing left to take away"³ (de Exupery, A. 1967). But how to create something simple which in the chaos of information gets stuck in memory of the website visitor? The first step is to engage their emotions. Creativity is controlled by the heart. More and more people respond to emotion rather than to logic and rationality. We just often try to give rational reasons for stupid things we may have done under the influence of our emotions.

Another way to draw attention to the creative solution is to put things in **juxtaposition**. Without differentiation from the ingrained norms, progress is not possible. People do not want to be part of the herd - even though social reality usually shows something else. Excellent graphic solutions (as well as photographs, drawings etc.) are able to replace many words. On the other hand, what people are looking for on the Internet is primarily information. Therefore, in this case, content is king. There is another important factor in the creative process. The digital revolution has brought entirely new tools used in the process of creative work. Technology is not an idea, it's "just" a means to a better formulation of it. But it could be false to absolutely prioritize these new technologies. With the advent of digital technology have emerged a number

2014. p. 62.

¹ HEGARTY, J.: *Hegarty on Creativity. There are no rules*. London : Thames and Hudson,

² SVĚTLÍK, J. et al.: *Reklama. Teorie, koncepce, modely*. Rzeszow : WSIZ, 2017, p. 227-228.

³ de ST. EXUPERY, A.: *Wind, Sand and Stars*. New York : Harcourt Inc. 196. p. 22.

of “creative designers” using current digital platforms and programs to implement their ideas, which tend to far away from quality design. A number of templates and prescribed procedures help them to simplify this process. But serious problems can occur in case of blackout⁴.

The technology of UI and UX in web design can be very helpful, but on the other hand these web technologies may constitute a strait jacket for the implementation of creative ideas. What actually UX and UI are. In website design you can never stop thinking about the so called user experience design (UX) which represents the user-friendliness of the website. The site might look great from a design perspective, but to find the necessary information for the visitor is quite a task. UX is trying to provide the best user experience in terms of effective and satisfactory recovery. For a somewhat simplified explanation of the UX, we can take the example of the human body. UX is actually the body structure, consisting of bones and muscles. If those do not work, the body collapses, as well as in case of a web site's inoperable UX, we face a similar result. Next to UX there is also user interface design (UI). UI aims to create an efficient and mostly friendly graphical site design, in other words, creating the look and feel of the website. The job of the UI designer approaches the work of graphic designer. And when we have used the analogy to the

beautiful human body, including a beautiful figure associated with the beauty of the face, an appealing, beautiful and effective web site is formed by combining UX and UI. Our orientation on the website is simple and clear when we search for information and at the same time the website design is appealing and attracts the visitor to click and stay on the site.

Some fundamental principles and recommendations for effective web design

Jason Beard said, that “*the process of designing a website falls somewhere between bridge building and sculpture*”⁵. Designers should create an individual, aesthetically pleasing website, but next to it he/she must follow the highest priority – meeting the needs and expectations of clients. One should never forget that in the case of websites, users are pleased by the design but drawn to the content. The most important point designers should keep in mind is that web design is most of all about communication. So we can define good web design. Good web design presents information well and information is presented in creative and aesthetically pleasing ways. Functionality and design work as a single cohesive unit.

Logo

Every book on marketing underlines the importance of branding which means getting prospects and repeat customers to see and remember the advertised product and build

positive emotional attitudes towards it. Branding is accomplished by a number of things and factors, but one of the most important but often overlooked elements (not only in online business communication) is having a meaningful logo and next to it, how to work with it on the web sites. If one wanted to promote the company on the web, a good logo is a vital ingredient because it helps to communicate with visitors about the business in a second. So, the **logo** – unfortunately an often overlooked element in the online environment as a vital part of an organization's communication, can tell the visitors much about the company and the products it offers, about its ability to innovate, about the technical and technological level of the company etc., and it is done in a split second (Swoosh, Apple, three stripes of Adidas etc.). Shortly, the **logo must be visible** on the web for a lot of rational reasons. One thing is the quality of the logo itself (not going to solve this issue now), the second thing is its location on the website. So, it is reasonable to place the logo, where visitors most probably expect. Usually it is the upper left corner, respectively in the middle of the top of the page. Other locations can lead to the confusion of visitors. The logo should always be visible, even when scrolling the page because a user can be directed on the web by a hyperlink to an anchor that immediately moves him/her to the desired section of the page.

In most cases is better to work with a horizontal version of the logo. Therefore the logotype, and all navigation, occupies less space, which means that more of it left for the actual content of the Web. If the logo does not have

a horizontal variant, it would be appropriate to downsize the logo while scrolling through the page to display only a part of it, either symbol or typography, so that the main navigation would be the most compact. Actually, logo formats are unfortunately often forgotten. If you have a **logo in curves**, work with it also on the site. There is probably nothing better than to use the SVG format. The logo can always be properly rendered on any screen regardless of platform/device, but primarily we can work with the logo in this format furthermore. For example, we can change the colour, or animate it. If the logo is downloaded from the Web in this form, we can without any problem work with it in print. In addition, SVG files will always be smaller than any other format and can be therefore loaded faster. This can mean having an important advantage in the **final results of web design**. However, if the designer does not have the chance to work with the logo in curves, he can use a PNG file with a transparent background. It is always important to indicate the information about the logo in the form of alternate text using the attribute `alt = ""` in the HTML code. Alternative text is displayed if the image fails to load, and next to it helps search engines understand the picture. The visitor can see a subtitle when the cursor is placed over the image. Search engines do not take the title into account, which means that SEO is more or less not influenced. But it can help web site visitors.

Header and subtitle

The process of conversion (conversion is the process of turning web visitors into potential or actual

buyers begins with the first letter, which is c. In this case, however c expresses the need to **captivate** visitors first. There are two ways to captivate them. We can do it by creative design or by headlines with a hook⁶. Conversion rates can vary dramatically by making even single changes to the headline on the page. So, without any doubt, the **website header**, the page title, is a very important aspect of both design and content of the website. Visitors to the website will not spend too much time to find what he/she is interested in. Actually, visitors give just a few seconds to get through the correct navigation to that part of the website, where they want to be. Some surveys have shown that approximately 8 out of 10 visitors just read the page title and only two of them continue. The headline should attract attention and the visitor should be, after reading the headline, quickly assured that he/she is on the right site. Because the first thing one can see is the site header which communicates to us the primary message in a very short form. This is the most important title in the form of html tag `<H1>` and search engines place the highest value to the text inside this tag. One should carefully contemplate the words that are used. It is necessary to be simple and use only information which the site visitor is interested in, not us. The ideal number of words in the title is 8-12 and the most important are the first five words. It is desirable to not exceed a length of

70 characters, and especially not to end the website header with a dot.

Subtitles motivate readers to further reading. There is a need to develop the information referred to in the header. The principle is that each piece of text (a sentence, header, title or subtitle) should arouse the curiosity and interest of the visitor to read the following text. How? We should offer something to the visitors, especially what they might be interested in, or we tell them what they should do. And again keep an eye on the KIS rule - Keep it simple. Two lines of text are more than enough. A **Call to action** button is a feature that most web designers appreciate. It is not primarily intended for new visitors who do not actually know what they can expect from the website. But for returning visitors, or for those who come to the site with a specific intent, and can be facilitated by use of the button to reach their desired activity and lead them to the desirable conversion. So, we can direct our visitor right at the beginning to where we need him/her to be by the use of this very simple button. Thanks to it we can better fulfill one of the fundamental communication goals, namely to increase conversion rates. The text of the button should be formulated in a command form. Visitors perform needed activity faster when they are given an activity command.

Menu and site structure

Most visitors know exactly what they are looking for and expect that they will be given information how to reach their target as simply as possible. The challenge for web designers is to decide what actions the visitors will want to

⁴ SVĚTLÍK, J.: The Theory of Creativity in the Practice of sir. John Hegarty. In PAVLŮ, D. (eds.): *Creative Strategy/ Strategy of Creativity*. Praha : Professional Publishing, 2019, p. 36-44.

⁵ BEAIRD, J.: *The principles of beautiful web design*. Melbourne : SitePoint Pty Ltd., 2010, p. 2.

⁶ ARNOLD, J. et al.: *Web Marketing. All-in-one for Dummies*. New Jersey : John Wiley, 2012, p. 96.

take and feature them prominently in the top navigation area. Why is it an important challenge for them? A well-chosen **menu and site structure** helps to sort all web content so that the visitors could orientate quickly and easily find what they are looking for. All information should logically follow and the text should be easy to read (note that we have no more than 8-10 seconds of visitor time, if the visitor is not attracted by the content, they will leave). The goal of each sentence is to motivate a visitor to read the following sentence. The fact that the content makes sense to us does not mean that it makes sense to visitors. It is always necessary to see content from a customer perspective and think about what they are looking for, what information they want to get and in what language they can be addressed. The easiest way is to directly ask the target group, or simply try Google suggest, or Google Trends and use the phrases that visitors are actually looking for. It is recommended that the basic draft is written for example in Word, working just with baselines headings. Recommended are **three, maximum four levels** (the easier for the visitor, the better). The first level corresponds to the website heading; the second-level headings are the names of the main sections. The third level can then form the titles of text blocks. Gradually, it is possible to add any text. From the text must be generated content, which is understandable and readable from the visitor's point of view. They must feel themselves to be enriched with the new information and learn something new after reading it. And it must never be forgotten to write text (and this applies particularly

for titles and subtitles) with respect to **keywords**, best when written in multiple variations. And bear in mind that mostly, less is more – keep it simple. If the content meets the above recommendations and makes sense, the content is fine - the content of this document represents the future structure of the site and its main menu should of course be consistent with this structure. If the website does not constitute communication of a large e-shop, or an entity offering a broad product portfolio, then simple **horizontal navigation** should fully suffice. If the site structure is too wide, it is possible to add one more menu level depth to create a **drop-down menu**. It should be kept in mind that with each level menu, browsing is more complicated and less transparent. The user should be able to get to any web site in a maximum of **three clicks**.

Content

Content is king - this sentence, though it is profoundly true, has become a digital community cliché. The importance of website content, however, is indisputable. Content is the main reason why people visit websites. Therefore, the content must be tailored for them. A very important aspect of successful website content is its ability to quickly attract attention. In the title should be expressed content that can help to solve some of the visitor's problems. Furthermore, the content must be readable and have a title that catches the attention. The goal of the **headlines** and every **sentence** is to lead visitors to read the next sentence as well. The content must be clear, the principle also applies that if a visitor wants to get some information, the

architecture of the site must be such that a visitor needs no more than 3 quick clicks to reach the information. The content must be beneficial for the visitor and raise the belief that the company is highly professional and that gave its confidence to turn. This is particularly true for companies that offer technical advice, professional training, etc. After reading the content the visitor must feel themselves enriched by something that is beneficial for them, to help them solve some of the problems. From the perspective of optimizing the utmost importance that the content was written to the keywords and phrases - the words and phrases that most people enter into search engines and are relevant not only to our website, but especially to the subject of our activities. The copy must fulfill the condition of relevance to allow optimization of the web site.

The function of the **headline** is to grab the visitor's attention and motivate them to read more. Writing headlines is probably the most challenging part of the copywriting process. One must be explicit when subtitling, a very brief description of what goes into the body of copy and especially to offer something interesting and respectively brand new. When the designer gets the headline he must give it prominence and make it fit aesthetically. The headlines should be centred the colour of them should be different from the rest of the text to make them stand out. Red can be a good colour as people will consider it to be a more important message, blue is another recommended colour for headlines because of its authority. The font size should be at least two or better four times larger than the

rest of the text. It is also necessary to use the **correct structure** and headings according to their level and to choose the right tags, H1, H2, H3. ... H7. Search engines will appreciate it; we actually will help them to better understand how important the particular titles are. If we use words or phrases in the headline which are out of the visitor's interest and language, the content will not be interesting for search engines and that is why they leave the page. Up to five times more people read the headline than the text itself, so the headline must therefore get his full attention. Do not offer the visitor a product **offer him a benefit** that will help him to solve some problem.

The designer usually does not address the content of the text, are destined to professionals, copywriters. But it must address the issue of how to split the text into paragraphs and text blocks, which fonts to use and the proper size of the used fonts etc. One of crucial questions which can be asked, is, what should be the **optimal font size** on the web? The answer is quite complicated and it seems that there is not only one correct answer. It depends on the design, the amount of text, on the type of font, but also on the screen size and on its resolution. On the desktop we can take as a base the font size of plain text in the particular paragraph. It should be around 15 pixels. Each higher level of the text should be at least 150% bigger so that the difference between the particular parts of the text is obvious. Many people prefer writing headings in capitals. But this is to be done very carefully. Generally, text written in capitals (upper case) is harder to

read because the brain does not perceive the text as one word, but tends to read it separately as single characters. People can also perceive such a text, based on Internet traffic, that this text represents a rather emotional reaction of internet squeakers and haters. In the case of short headlines the use of capitals can be O.K. On the contrary, it creates more contrast against the rest of the page text. And what is the appropriate **length of the title?** It is generally recommended to use shorter headlines, the higher their level. The headline of the section should certainly not be two lines long. The maximum should be 10 words. It is better to choose a short but very striking headline and everything else gets put in the subtitle. We will not terrify the visitor we will just attract more their attention. However, if it is a smaller headline, for example above the text paragraph, it is possible to use more words and more break lines. However, this should not exceed three lines break.

Paragraphs and text blocks - one cannot rely only on particular paragraphs. If it is necessary to use the long text on the Internet, then it would be desirable to use it properly and divide it into the smallest parts. Readers do not like long sentences, too much technical language and long paragraphs. It is recommended to use headings, citations and supporting graphics in the form of photos, illustrations or icons. On a desktop screen, the text is divided into multiple columns. The reason is quite simple - readers do not like to read long lines. On the screens of mobile phone we cannot meet multiple columns it is desirable to use the full width of the display.

The **font size** is subordinated to the good readability of the text. Of course it depends on the quantity of the text and on the particular font. On the desktop allow for a text size of about 18 pixels. But this is not a dogma. The text on mobile devices will have to be enlarged so that it is readable. In creating an effective website it is recommended to use **short text blocks** with titles and icons. Text is appropriately divided and becomes thus more attractive to readers. Before starting reading the visitor will see an icon graphic that indicates to them in a very simple way what is the content of the text. Returning back to the content and looking for something, thanks to icons they are better oriented and find everything faster. It is better to work with graphics than with photos. This is because the icons and particularly those which are formed by vectors are read much faster and it is possible to bind them with a variety of effects, e.g., when a cursor crosses over the text block.

Buttons and call to action elements

Specific elements on a web site also encourage visitors to take action. They could be arrows, **buttons and other call to action elements**. What is the purpose of the keys? They are designed to make the visitor accomplish the desired action. And if it is a really important action, then it should be certain that the key is large enough and is situated in a prominent place. The visitor should be able to recognize immediately that this is the key and that it has to be clicked. Therefore, in this case, some "interesting" experiments with graphics prove to be silly and distracting. A key designed in an

unusual form is mostly useless, the visitor often does not recognize that it is a button and does not use it.

In the case of a company, the **principle of unity** is an important factor in web design. The web design must correspond with corporate design in terms of particular design elements, such as buttons should be the same all over the web. Therefore, it is good to use, for example, just round or square buttons. And also to use in this case, a single colour. Colours can confuse visitors in some cases. Red buttons are often associated with negative actions, orange is associated with warnings and green to confirm something. If we are not sure enough that the buttons are comprehensible, the best solution is to add another icon. If the buttons are not the same, the visitor begins to wonder why one button is different from another one and whether it has some hidden meaning. Then the visitor does not accomplish the desired action and leaves the page. If the buttons have a different function, or other importance, it is recommended to create different levels of buttons. Buttons of the first level are important, so that most distinct and in contrast with it the appropriate text. Buttons of the second level have a lower level of importance and therefore also can be used without infill and with only the outline highlighted. Buttons of the third level can take the form of a link with an icon button, and finally at 4 levels there is actually not a button but rather a text link. Sometimes, we face opinions that underlined text links are already an anachronism. With that one cannot agree. Underlined links help users quickly

understand what is (and what is not) a link. We design a website as more user friendly.



Button level 4

The process of choosing photos, icons and other **graphics or illustrative elements** in the case of web site design requires a fundamental understanding of design principles. The old adage that a picture is worth a thousand words holds true on the web as well. Photographs and illustrations lure the visitors more effectively than text. In general, people prefer pictures and films to text. Probably it is not so complicated to read and to understand the text. Unfortunately. But in fact, good graphics can very effectively reel visitors in to the copy. Before the designer makes his choice about photos and illustrations, three fundamental questions should be answered⁷. 1. Is it relevant to the content of the site? Is it interesting for the target audience? Are the graphics appealing? If the answers to all three questions are positive, the designer should carry on. Should they use **photos** or some

⁷ BEAIRD, J.: *The principles of beautiful web design*. Melbourne : SitePoint Pty Ltd., 2010, p. 154 -156.

other **graphics**? The photos are **authentic**, and if we have really good quality photographs then go and use them. Of course, high quality photos taken by a professional photographer are what is meant. Bad photos can harm not only the perception of the site, but also damage the reputation of the organization. Your website is not your personal Instagram account but a very professional sales (and image) tool. Through photos our website may look more real, more attractive from the visitor's perspective. One should, however, be warned about the photo library. Photos there are indeed professional, but not always work very well. It is quite bad when the visitor can see on our site the same picture as on competitors. And anything can happen and Murphy's laws work well even in the web design process.

If we for any reason do not plan to use photos, then we should consider the use of **graphics**. They can be created and tailor made by designers, or other opportunity offer photo library. No matter what is the source of the selected graphic design, it is necessary to be in a vector format. Why? **Vector files** are smaller in volume, quickly displayed and do not slow down the loading of the website. And it can be in many cases a serious problem. Another important advantage of vector format is the fact that it is possible to enlarge the image. And they are still sharp both on mobile and tablet, as well as on emerging 4K monitors. Thanks to vector format it is possible to give images the movement can also put images of movement, including their parts, and thus bring them to life. And that represents another

important competitive advantage of the site. Let us accept the fact that raster graphics on the web has gone and it is more than foolish to go against current trends. As already mentioned above, we can enrich the web by image **animation**. The site will be more dynamic, more appealing and thus from the perspective of the visitor's attention more attractive. Is it possible to animate headings or another possibility is when the content of the page gradually appears in succession. Infographics, charts and graphs can also be animated. And one cannot forget the principle of proportionality, that less is usually more. If a web designer does not respect this principle and overdoes the graphic animation, the web becomes wild, hard to read and the visitor has serious trouble concentrating. That is why it is recommended to use unitary effects, and the same direction of animation and proportionality should never be forgotten.

Social media

Social media umbrellas any website, that allows our audience to interact with our site and to engage with us. They represent a complex web of sites and software that allows all parties involved in communication to bookmark, discuss and share with other people. The web designers must understand this world of social media and that even if he/she is not involved in **social media**, customers are, talking about the product, the company, and ourselves. Knowing where they talk, how to answer them and also some technical aspects can be critical for the success of the website. Facebook, Instagram, but also other social media are appropriate

means of communication with actual customers and prospects. Social media offer the chance to develop and communicate compelling content and to keep in touch with visitors even after they leave the site. Therefore, it is desirable to motivate and engage visitors to **monitor** social media. Generally it is better to use more social media, but what is actually extremely important is the fact that it must be the same social media used by our customers. If one shares content in the media that the target audience is not interested in and do not use, then we waste time, money, and our communication becomes less effective. If we want to be followed on the network, we must also offer our visitors really interesting content relevant to their interests, attitudes, values. Kitchenware retailers can offer compelling content in the form of recipes, DIY hypermarkets can advise their customers and prospects what their garden needs in any particular month. Shops can also offer a special discount for "social fans". Cialdini's principle of reciprocity works well on the Internet. One should be creative enough and know what the customers and prospects are interested in, what troubles they have and what solution we can propose to them.

A suitable tool to show photo galleries on the web is the use of **Instagram** feeds. In this case it is not necessary to separately upload photos on the web and especially on social media. All new photos from the profile will automatically appear on the web site and the web designers save his/her time and energy. We can present profiles are bouncy, interesting to

our customers/visitors and which motivate people to follow them. The implementation of Facebook Messenger on the web can be highly recommended, this will act as an online chat with customers/prospects. This step represents a significant qualitative shift towards customer **engagement**. Customers do not have to seek contact and do not have to e-mail, to fill in any contact forms. They log onto Facebook, then simply click and can write immediately. Response from the organization can be immediate. Engagement is one of the recent concepts of online marketing which is based on strong and positive relationships with customers and this relationship is built on a higher and more effective level and leans on confidence and the development of effective ties to the organization/brand. The output of this relationship is active mutual interaction resulting in higher valued products/brands in the eyes of the customers. It is necessary to provide links to all social networks on the web site, to be more easily found by visitors. The best place for the **location** is either the headline, in the contact form or in the page footer. It is important that the person seeking the information can easily find them and chose the social media which he/she personally prefers. However, the lower the links are on the page, the lesser the chance that visitor will see them and click on them. These links must be checked once in a while, just to be sure (belt and braces rule). One example can be used. Today, even though Google Plus hasn't worked for a long time, there are still many companies that have it listed on their website.

Contact form

Contact form - from the location of the contact form on the website one cannot expect any stunning results, however, no one should not underestimate its presence. The **contact form** is for customers and it is the minimum benefit that they can be offered for their engagement. For them it is a lot easier than if they open email, search for the address, think about the subject, write a relevant query etc. In this way they'll think twice and will not contact the company. And one can only dream of their engagement. Thanks to the contact form the customer does not worry about the above mentioned communication requirements and the engagement has been greatly facilitated in the form of mutual possible interaction. As with the other requirements of the site, even here one must keep an eye on KIS -the Keep it simple rule. The more fields to fill in, the less the willingness to fill in the visitor form. Therefore it is necessary to think about what is really necessary to be on the form, more or less, the truly functional form should suffice as the three inputs. These are: the name of the sender, his/her e-mail address and the actual message. It is good to avoid the fields like "Repeat your email address" and so on. It is also not the best idea to use anti-spam protection in copying codes from images. It is better to use reCAPTCHA V3, which examines the behaviour of visitors and can detect spam robots without asking the visitor to fill in anything extra. Another requirement for website designers, which is often forgotten, is the **contact person**. Their presence on the web is very useful and desirable, so the customer gets the feeling that real

people are behind the website who are ready to communicate with them. And let's not forget that effective mutual communication with the customer is all about trust. It is therefore appropriate to create a profile, stating all the important contact information, including photos. In some cases, it can be worth putting a LinkedIn profile link there, so visitors can verify that they will communicate with a real professional and an employee of the organization.

As it was already mentioned at the beginning of the article, website design success depends on two variables. First is the design (UI) of the website, the other one is user-friendliness. Each technology has its own advantages and web designers should be able to make full use of them. For example, a smart mobile phone is used for phoning and therefore it is possible to add a button that instantly initiates a call or allows the sending of SMS messages. Displayed buttons which enable sending an email, which works in such a way that a new window with the message is opened and the address and subject are pre-filled. Visitors have a very easy job and he/she does not have to worry about anything. But it is always necessary to indicate contacts even in the form of text, because the visitor has an opportunity to highlight the text and copy it to the clipboard, if he wants to send some message. And one more important piece of advice - It is advisable to encrypt all email addresses that are on the site mentioned by the assistance of Unicode or hexadecimal notation so that spambots (web crawlers) can not recognize them. Thus, it is



possible to avoid a potential flood of spam into your mailbox.

Site Footer

The site footer is a good place for a wide range of data that is necessary and good to put on the web. If there are more online projects in this environment, or more cooperating partners, then it is appropriate to bring them here, via so-called **backlinks**. If your site has a more complex structure, it can be clearly viewed in this place. The Web becomes more transparent and not just for visitors. In addition it helps search engines better index our website. Of course, it is good for nothing in the case of smaller sites of the type called **single page**. In the footer of the site can be viewed the logo once more, while there are also displayed additional data related to the organization. In addition, the visitor is reminded on what site they are and who the sponsor of the site is. Head office or branches, including maps can also be found in this part of the website. Visitors often appreciate when they do not search for such information and even can find the way to us. Personal contacts are always welcomed. Organizations that do not introduce this data, a priori arouse mistrust. It is very suitable reference for route planning. The footer also shows mandatory information, particularly ICO and VAT numbers.

If an organization collects data about their visitors, visitors must also be given information about

cookies and the processing of personal data. The footer also includes business conditions and, finally, it is also good to put here **copyright** content on the Web. As the year which is given in the copyright is not always completely up to date, it is recommended to correctly insert the year using PHP or JavaScript. Thus one can elegantly avoid any problem. If visitors want to go back to the start of the site there are basically two options. Either by scrolling with a mouse, or by using the shortcut key (which, however, many of them may not know). Therefore, it is user friendly to offer them the **Back to top key**. This button is located at the bottom right of the screen and a click moves the visitor back to the start page. At the same time the key has only an arrow pointing upwards. In the above text we have mentioned some important aspects associated with the design of a successful and appealing website. First we reflected on the need for a creative approach to web design then we submitted in a more concrete form ten principles and recommendations for appealing web design. With every consideration and any recommendations a number of other questions appear, which deserve answers. Digital marketing communication has been in incredibly dynamic development recently and what is true today is not valid tomorrow and must be replaced by new findings. We can talk about these new findings again next time.

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