

If you're not sure where to start, that's okay. That's what SMILE media is here for.



## START HERE

You may want to answer the following before you begin researching website design trends:



Identify 2-3 business goals you want to accomplish for next year.



What additional functionality does your website need to help you achieve these goals?



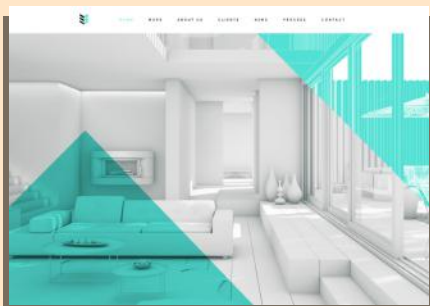
What improvements can be made to your website design?



Once you've answered these questions, and you have a clear understanding of what you want to accomplish from a redesign, you can then begin evaluating the pros and cons of several design techniques that catch your eye. Different designs for different businesses make a serious impact on profits!

## WEBSITE DESIGN TRENDS

It's important to understand the functionality and/or limits of each design type, so you can choose the right design based on your business needs and goals.



### GEOMETRIC

This isn't exactly a new trend, but we're seeing more of it now, and it doesn't appear to be going away in the near future. It appears to work best when combined with other modern design trends such as using bold colors and appropriate typography.



### ILLUSTRATIONS

Graphic illustrations are a unique way to catch the eye of potential customers. When done well, each illustration tells a story, and viewers can't help but spend time analyzing the intricate details of each drawing. The Illustration to the left is by Margarita Mar, as stated in our blog.



### MICROINTERACTIONS

Microinteractions are both useful and fun for your website viewers. They're simple animations that provide users with a visual display of their actions. These are often in mobile applications, but they are also starting to become more popular in every day website design.



### EMPHASIS ON LANDING PAGE

With our attention spans at about 8.25 seconds (or less), landing page style websites are becoming more and more popular. This design trend is easily made responsive, which is a key element in any website being built today.



**Smile MEDIA**

Need a professional and engaging website? Give us a call!

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