

Phillips MediaSource WhitePaper

Top 10 Website Trends To Abandon

The only thing that is permanent is change. And when it comes to technology it is constant. In light of Google's recent decision to penalize those websites that are not responsive to mobile is generating a lot of talk. As a result responsive design will become more mainstream to maximize search engine optimization (SEO).

Customers are human beings, after all, and they are always seeking improvement and raising their expectations. If you have not already done so here are 10 website design trends you should abandon.

1. Complicated Designs

Less is the new more. Simple and minimalist designs have achieved great momentum in the last year. The trend is even hotter now.

2. Mobile Versions

Slow loading times of mobile versions of flashy websites to mobile has changed the playing field. The responsive design technique seamlessly provides a more enjoyable mobile experience to their audience. It is the new standard for websites.

3. Text-Heavy Sites

As video continues to explode online expect to see less text and more visuals. It is known that everything starts with what you see. Videos are now easier and less expensive to produce and websites are including them in their content planning.

4. Clicking

Scrolling is taking the place of clicking. Scrolling down for all the information is a more enjoyable experience. Designers are removing extra pages that really do not mean that much. You are now seeing one page websites.

5. Endless Web Pages

It is not about adding more pages it has become removing more pages. This reinforces the minimalist look and feel of the website. In many cases a single page website can say it all.

> read more

(Top 10 Website Designs to Abandon, continued)

6. Messy Content Hierarchy

Tile-style layout, originally done by Pinterest, will continue to grow. It is not new but will play a part in content hierarchy. No more disorganized content.

7. Stock Photos

Generic images are a thing of the past. Bold, original photography that reinforces your website's message are the ones getting the attention of visitors.

8. Boring Typography

Bigger and bolder typography is now trending in a big way. You will be seeing more typefaces with personality to attract attention.

9. 3D Designs

Gone are the days of 3D, shadow and gradient designs. Minimal flat design reigns to eliminate the clutter.

10. Static Graphics

Text and static graphics are being replaced by video.

Let's talk.

Michael Grant
T. 214-741-1300, extension 202
michael@phillipsmediasource.com

Thanks to Phillips Productions
and Scott Donald, Creativ Digital



Master Your Storytelling