SNS COLLEGE OF ENGINEERING

Kurumbapalayam (Po), Coimbatore – 641 107

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DEPARTMENT OF COMPUTER SCIENCE AND ENGINEERING-IOT Including CS&BCT

COURSE NAME : 19SB602 FULL STACK DEVELOPMENT FOR NEXT GENERATION IOT

III YEAR / VI SEMESTER

Unit IV- **INTEGRATION OF NG IoT WITH WEB DEVELOPMENT**

Topic :Website Design Tips

Designing a website is a complex process and it can be hard to know where to begin.

But in today's digital age, a well-designed website is crucial for growing your business or brand.

Here are the steps for designing a website:
- ✓ Define your website's purpose
- ✓ Choose a platform
- ✓ Pick a layout
- ✓ Create and gather content
- ✓ Design the website elements
- ✓ Add pages
- ✓ Optimize the experience
- ✓ Test your website
- ✓ Get started with your own website

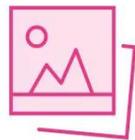**Define your website's purpose**

The first step to creating a website is to decide what your website is about.

Your website's purpose will determine which platform and layout will work best for you, what content you need, and how to optimize your site to accomplish your goal.

Let's look at the purpose of a few different kind of websites:

| Online stores | Portfolio sites | Business websites | Event pages | Blogs |

Choose a platform

When choosing a platform to create your website, you'll need to consider which features and capabilities are required to achieve your site's goal.

If you're new to building websites, you may want to opt for a simpler, easier to use builder that handles more of the process for you.

Selecting the right platform or CMS is a critical step in website design. If you choose the wrong tool you may need to learn new technologies or struggle to integrate your website with your existing systems
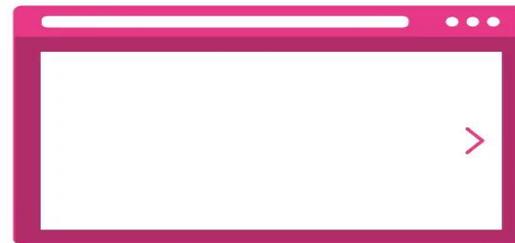
Pick a layout

Now that you've selected a platform for building your site, you need to decide what your site will look like and how your content will be arranged on the page.

Your site's layout will also depend on what makes the most sense for your goal. You should make it easy for users to quickly find the most important information on the page.

Single-page layout

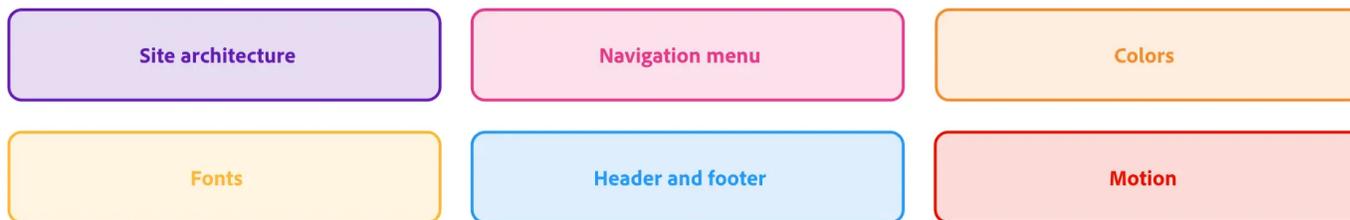Multi-page structure

Grid-based design

Create and gather content

The next step after laying out your website is to source or create the content your site will display. The specific content types you'll need — and how much of it — will depend on your site's purpose.

One way to set your site apart is to use unique and branded content whenever possible.

Design the website elements

Site architecture	Navigation menu	Colors
Fonts	Header and footer	Motion

Design the website elements

Now that you understand your site's layout and which content you need to publish, let's look at the other visual elements of your website.

While every website is different, here are some elements you need to consider as you create a positive user experience on your website:

Add pages

Now that we've sorted out what your website will look like, it's time to start tying everything together and make sure that the website's structure is functional and user-friendly.

Optimize the experience

Now that you've published your primary pages on your website and you have a functional website up and running, it's time to make sure your site is having as much of an impact as possible.

Optimizing the user experience is key to keeping visitors engaged with your site and moving towards becoming customers.

Test your website

Just because you've published your website doesn't mean that your work is done.

It's important to thoroughly test your website regularly to make sure no pages or elements have broken. Server issues can cause some pages or resources on your site to load slowly or fail completely.

For example, if a user visits your site and finds that half of the links on your homepage are broken, or that your contact form doesn't actually work, you could lose a potential customer that otherwise would have been a revenue generator for your business.

Get started with your own website

Now that you're equipped with the knowledge and guidance provided in this article, it's time to embark on your website design journey.

Take inspiration from successful websites, but let your creativity shine through.

Any Query????

Thank you……