



# KEEPING IT CLEAN

***Clean website design is proving to be an enduring trend.***

This article identifies a few of the key elements of clean design and explains why you should be very interested.

## 4 Benefits to You

1. You get to look professional and up to date
2. You get to highlight the most important information on your website
3. You get your website images to stand out and speak for themselves
4. You get a boost to your business profile and to your potential sales

## 4 Benefits to Your Website Visitor

1. They get to focus with a minimum of distraction
2. They get to quickly see if they have arrived in the right place
3. They get to easily find the information they came looking for
4. They get an enjoyable user experience (UX)

## 4 Ways to Achieve Clean Design

1. Separate the elements of your page (headings, paragraphs and images) carefully and consistently to create a sense of balance.
2. Select clean, crisp images and icons.
3. Use light or neutral background colours to accentuate headings, visual hierarchy, logos, navigation and Calls to Action.
4. Choose fonts style, size and colour to enhance your page theme.

Clean design will give your website a fresh, modern look. It effectively enhances user experience and encourages visitors to stay longer. It provides an excellent foundation for your website to be mobile friendly (responsive). It can convert visitors to loyal customers and even help push you up the Google search rankings.

**Have a look at your current website design and see how “keeping it clean” can benefit you.**