






3 SIMPLE STEPS TO CREATING AN ENGAGING WEBSITE

CHOOSE A CLEAN, SIMPLE DESIGN



To keep your user engaged with your design, use these tips when selecting and creating a website design:

-  **Include white space** between your lines of text, around your images, and on the sides of your pages.
-  **Pick a signature color** as the foundation across your site, then pick one or two contrasting accent colors for important buttons and other interface elements.
-  Use as many relevant **videos and images** as possible; Content with visuals keeps your visitors engaged and can [double](#) your unique users.

MAKE YOUR WEBSITE DESIGN USABLE

-  **Use headers** for your text, and make the rest of your content short and scannable (approximately [1,600 characters or less is ideal](#).)
-  **Give visitors feedback** based on their actions, like showing confirmation pages after they submit a form.

MAKE IT MOBILE-FRIENDLY

-  Organize your content into individual **“cards”**.
-  **Reduce the user text entry** as much as possible.