



Tips to make a fast loading web page. – Website Design Company Article

A successful affordable professional web site design is one, which takes less time to download. The faster the download time, the more chances that surfers will stick around on your affordable professional web site design. Many websites try to act as if they are TV networks. They put unusual graphics and sound clips into their web pages. What these people don't realize is that surfers are visiting their web site and not watching TV. This may be ok for those people who have a broadband high-speed connection. But reality is that, till today people are viewing the web through a screen that is 15-19 inches wide and with only 216 possible colors, while their download speed is limited to 28.8 kbps. Using all those images and sound clips will severely affect download time, especially for those users who have the above-mentioned situation. The surfer will have to wait an eternity before he gets to view anything on your affordable web site design.

Preferably, your web page should not be larger than 30k-50k. The size of the most visited page should not be more than 15k-20k.

To fit everything into that limited space, the first thing you will have to do is make the graphic images as small as possible, somewhere around 5k. While designing a graphic for an affordable web design, be aware of the number of colors you use. There are 216 colors on a web safe color pallet. Try to use solid colors while designing the image. Photoshop has made the use of the gradient tool a popular one. People seem to like the effect of fading things in and out. Background borders are usually made with the use of a gradient. You should always right click on the image to see the size, because the 8k-12k is not worth the space. The problem with using the gradient is that it uses many, many colors and dithering. Both these processes take up a lot of k. The more color you use in a image, the bigger the image will be, and when it comes to the web, size does matter.

To work around this issue, follow the principle of "Design more and Graphics less". For an affordable professional web site design to be successful it must download fast and also look good. This could be a problem for the designer, as he may have to choose between looks and speed. If you decide to use images then you have to design graphics and take pictures and then convert them into JPG to make your web page look good. Instead of doing that you should use color schemes. Use cell colors to make borders. Try using the negative space on your web site. What is present on your web page is just as important as what is not there. Think of it from the visitors' point of view, will that extra graphic being there or not there be the deciding factor for him? Obviously if the answer is 'yes' you have to keep it, but if there is any hesitation regarding the graphic being there or no, then dump it. Most probably you will not need it. People are impatient and will not wait for any more time than they have to. The web is something that should make our life easier, and not something that should make us sit in front of a screen waiting for the web page to download.