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In addition to know what your customers want out of your website, it is equally important to understand what puts. Understanding factors that annoy your audience allows you to minimize the risk of them not visiting your website again.

Irrespective of what the client asks for, it is crucial that you show them the right path in cases when their expectations cross the line from sophistication to plain annoying. For example, many clients who lack experience and expertise in web design rules tend to demand incorporation of gaudy elements such as loud flash presentations which may sound like an attractive proposition to them, but in reality is quite irritating for internet users.

Many clients may be entirely in love with their ideas, and tend to go overboard with the design. While it is nice to integrate attractive elements, it is not required to bombard the visitor with all the possible design tools and elements from the book.

Let's talk about some designing strategies that you can avoid to make sure that your audience does not get very put-off with your website design.

1. Font Size

Though it is important to consider the design implications of the size of the font that you pick for your layout, it is important that maintain a normal tone across all pages. Make sure you don't pick something that is too small and illegible, or too big that it forces users to scroll to read the entire text. Pick a reasonable size that is legible and aesthetic at the same time. Experiment with font types to achieve best results.

2. Background Elements

Background elements such as music are very much passé. Not only does it make your website a lot heavier and difficult to load, but it won't be long before visitors find it annoying and choose to leave your website. Adding features like this are a sure shot way to repel visitors from your website.

3. Popup Windows

Popup windows are probably the worst way to communicate vital information to your audiences. Not only do most browsers and external tools allow users to block pop-up windows, but important information can be lost in such situations. Internet users tend to get annoyed with unwanted windows popping up and disturbing their browsing experience. This means that even if these windows are blocked, users may immediately hit the close button to continue browsing on the primary browser.

4. Overlapping too many Layers

Though layers are very useful many a times, but if you over use them to push irrelevant messages to the visitors, you are only adding another annoying element on your website.

Beyond this, there are a number of other major faux pas that designers can make to discourage audiences from visiting your website. In today's time where minimalism is the way to go, the aim of any web designer should be to create a sophisticated portal which is able to sufficiently meet the demands of the customer needs as well as the business objectives of the brand.

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[Stella Richard](#) - About Author:

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