The website layouts you need to know and awesome examples to inspire you

Have you ever wondered why people visit websites regularly? First of all, they do that because of the good content they find there. If they consider that content relevant for their everyday life or for their goals, they will actively use that website.

Choosing good website layouts is the second factor you need to consider. The way the content is delivered through the website layout selected influences how a visitor perceives the website.

At Amelia, we care a lot about how our readers and website visitors feel when they access the website. Check out some of the layouts we used when building our website.

The definition of website layouts

Website layouts are basically patterns that define the whole structure of a website.

The information is structured according to the website’s goals and purposes. When navigating on a website, the visitor follows the exact website layouts that you used in order to visualize the website.

Advantages of using a good website layout

Website layouts include a multitude of benefits that transform websites into effective ones. In eCommerce, if you use the right website layout the conversions will be boosted significantly. Here’s why layouts are so important:

They are easy to use

The first big benefit of building a good website layout is that they are common for users and theyknow how to work with them. They immediately notice the website layout and they start navigating on the website with ease.

They offer a good UX

In a world where the user experience is so important, it is highly important to find a website layout design that is familiar, that gives users a sense of familiarity.

When users get to see something they already know how to use, they find it more comfortable to find the information they want to know more about. A familiar web design layout is the element that makes the website easier to digest.

They save you money

Website layouts can be reused in time, which means you can save a lot of money and time in the process. Because – as a designer – you don’t have to look for more web page design ideas or to experiment with new website layout templates.

Instead, you just change the visual hierarchy according to the website goals, adjust it to the theme and you are all set.

**Reason 1**

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**Reason 2**

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How does a good website layout look?

Making the layout streamlined

First of all, you need to understand the basic principle behind a web layout design. It has to be streamlined. Streamlining it means getting rid of all the clutter that other websites have, making them very easy to navigate on. Using negative space and clean content is the best way to give visitors an idea of how they should navigate on it

Keeping the goals of the website in mind

If you start analyzing website layout examples, you will see that each site is based on the goals it has. The website layouts selected are the ones that give the users a hint regarding what is important on the site and what isn’t.

Use negative space to balance everything out and include clear CTA buttons. These two elements should rapidly boost your conversions if that is your website’s purpose.

Think how skimmers operate

You should know that most people who spend time in the online environment are skimmers. Skimmers want to find their information as fast as possible and leave the website in minutes. In order to offer them what they need and make them come back, you need to create a layout that makes all the content on the website much easier to consume.

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