WEB PAGE LAYOUTS

# "Your culture is your brand."

Tony Hsieh

WEB PAGE LAYOUT

Types of Web Page Layouts

Building a web page layout is the first step in designing your website, and will serve as the foundation for the entire design.

It will determine how the content is communicated, received, and how well it will impact, and influence the visitor.

To help you choose the best structure for your website, here are 10 of the most effective and commonly used web page layouts.

Z Pattern Layout
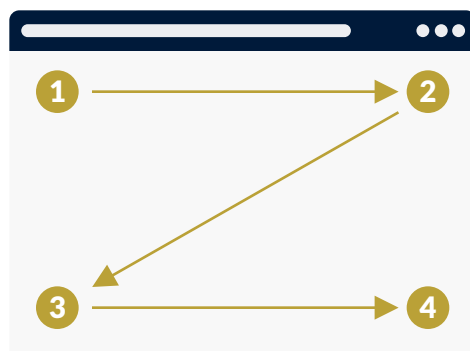
Z pattern web page layouts are great for businesses that require minimal amounts of text copy, and have a specific purpose or conversion goal to offer.

Notes:

F Pattern Layout

F Pattern web page layouts are great for text heavy web pages like blog posts or lengthy product descriptions.

Full Screen Image Layout

Full Screen Image web page layouts are great for service businesses like restaurants, wellness companies, or businesses that have a few niche products that they want to boldly display.

Split Screen Layout

Split screen web page layouts are great for businesses that want to separate significantly different types of content, or businesses that want to evenly combine both visual and text content.

Notes:

Asymmetrical Layout

Asymmetrical web page layouts are great for modern and contemporary brands who are interested in presenting an innovative style.

Single Column Layout

Single column web page layouts are great for businesses that need to display large amounts of content in a chronological order, like blogs or media feeds.

Boxed Layout

Boxed web page layouts are great for businesses that need to display large amounts of content or features that require additional pages to provide more information.

Notes:

Cards Layout

Card web page layouts are great for businesses that offer an online store, and need to organize their products or services.

Magazine Layout

Magazine web page layouts are great for content heavy businesses like news websites, or online publications.

Horizontal Row Layout

Horizontal row web page layouts are great for businesses that need to present large amounts of content in a long scroll. They also work well to present all the information as a journey, without having to break the user's attention.

Notes:

Web Page Layout Pro Tips

1 Use Negative Space to Create Visual Impact

Using empty space will draw the viewer's attention towards an object or content of greater importance.

For example, if a designer places a black square next to a white square, the black square will outweigh the white, and the human eye will be drawn towards the black side of the page.

2 Create Visual Balance and Symmetry

By aligning and separating sections of content on a page that have the same weight and visual impact gives the impression of stability, balance, and structure.

Balanced layouts are also easily scannable, so the viewer can quickly interpret and understand the content.

3 Stimulate the Audience Through Visual Tension

When designers use high contrast colors, oversized typefaces, or bold imagery, the viewer has no choice but to be drawn towards the object that is demanding the most visual tension.

This can be especially useful when you need to emphasize an element as quickly as possible.

4 Create Emphasis Through Focal Points

Similar to creating visual tension, designers should also create several focal points in your web page layout.

Focal points are typically call-to-action buttons that are designed using the attention colors from the brand's visual identity guidelines. Other effective focal points are bold headlines, descriptive icons, or photos of human faces.

5 Accomplish The Goals of The Content

One of the most important tips of choosing or designing any page layout is to make sure that it accomplishes the goals of the website.

Think about the type of content the brand is providing to the audience, and what is the best way to present that content, and create an enjoyable experience.

Notes:

6 Tell a Compelling Story

Think about the message the brand needs to tell. What web page layout is the best possible way to communicate that message to the viewer.

Think of a web page layout as a journey, where you weave, and lead the audience through a process that ends in clarity and a specific action.

7 Be Creative and Experiment

Sometimes, breaking the mold may be the best option to create the greatest impact. Unexpected arrangement of the element on a page could make a website stand out and achieve a more memorable outcome for the viewer.

Choose a Web Page Layout

Which of the following web page layouts is best for your brand, and accomplishes the goals of your website?

Z Pattern Layout
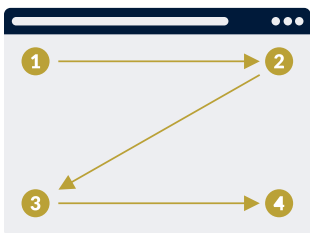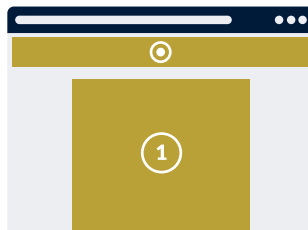
F Pattern Layout
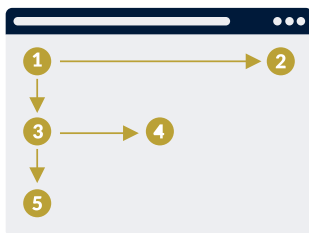
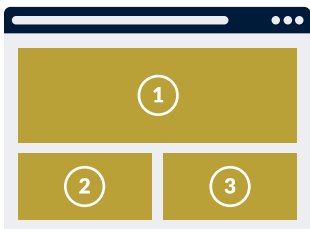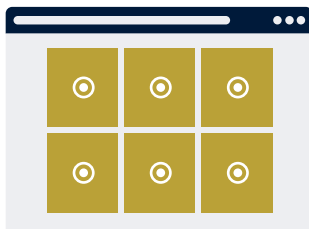**Full Screen Image Layout**
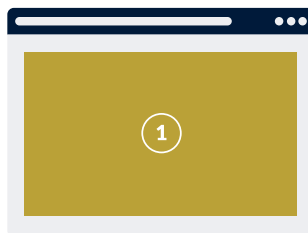
Split Screen Layout

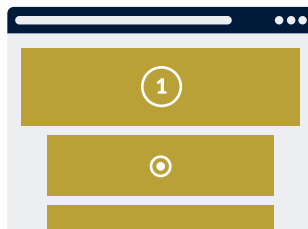**Asymmetrical Layout**

Single Column Layout

Boxed Layout

Cards Layout

Magazine Layout

☐ **Horizontal Row Layout**

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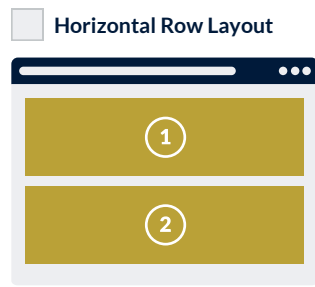
Draw a Web Page Layout

Use the templates below to sketch some options for your new web page layout.

Big Ideas:

Notes:

Let's Optimize and Accelerate Your Brand Growth Together!

To take your brand to the next level, I invite you to book a Brand Growth Strategy Call with me.

What to Expect:

Comprehensive Brand Evaluation:
I'll assess your current brand and business strategy.

Tailored Solutions:
Discover how a Brand Audit can benefit, optimize, and accelerate your business growth.

Expert Guidance:
Receive personalized advice and actionable steps to enhance your brand's performance.

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