

Minimal Website Interfaces Shown To Drastically Improve User Experience & Increase Time On Site

Simpler web designs create a faster site – and 40% of visitors will leave a website if it doesn't load in three seconds or less.

NEW YORK, NY, UNITED STATES, August 9, 2018 /EINPresswire.com/ -- Creating a functional professional website is crucial in the digital age. Studies show that 70 percent of consumers research brands online before making a purchase – and the key to transforming that research into conversions is through a strong user experience online.

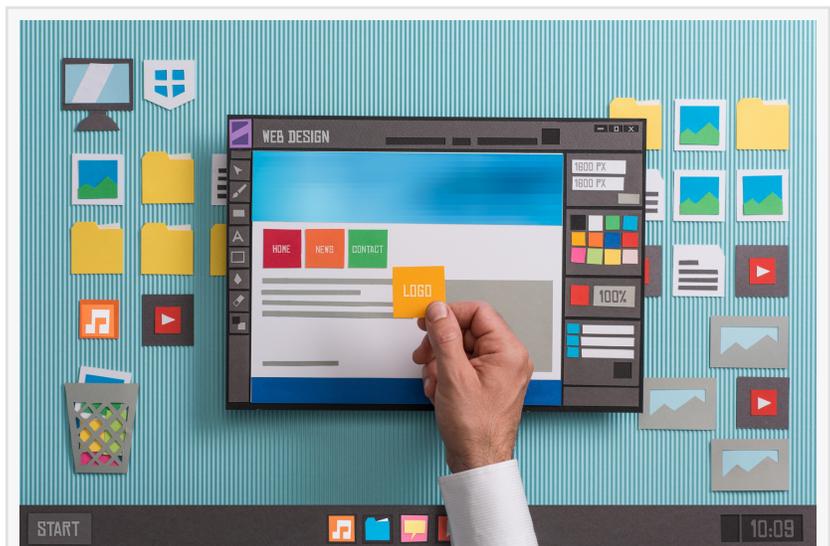
DesignRush.com – an online site that showcases the best designs, digital marketing strategies and business growth tips – recently released a case study detailing how a minimal website interface directly improves UX and creates a successful online platform.

Some of the top features that great websites exhibit include:

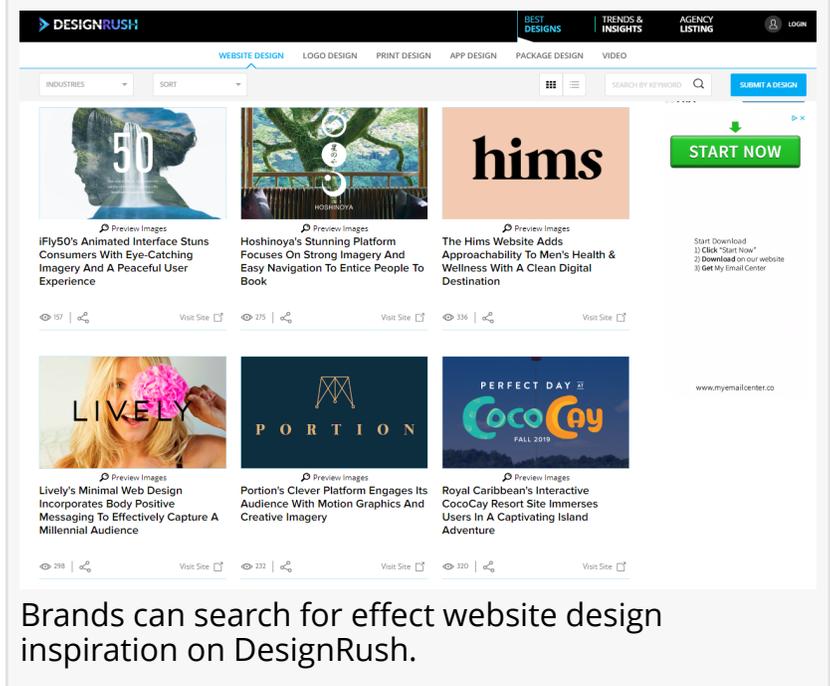
1. Negative space
2. Limited decorative features
3. Clear visual hierarchy
4. Simple typography
5. Functional elements
6. Overall clarity

By employing these features, businesses can cultivate an online environment that is easy to explore. In fact, too much visual complexity can negatively impact a consumer's perception of a website in the first 50 milliseconds. This makes a site more difficult to navigate and interact with and could cause users to leave a website prematurely without completing the desired action.

In addition, a minimal website design lends itself to better search engine optimization value. A



Minimal web designs create an enjoyable user experience.



Brands can search for effect website design inspiration on DesignRush.

simpler design ensures there are fewer complicated features to load – and a faster website speed improves search engine rankings.

Studies also show that 40 percent of users will leave a website that doesn't load within three seconds. If those customers leave, a website's bounce rate will increase, which tells search engines that a site is unreliable, ultimately harming SEO rankings.

“Minimal web designs typically create a better user experience, which fosters a better relationship between customer and brand,” says DesignRush Founder and Executive Director Gabriel Shaoolian. “To produce a professional website that converts, businesses should prioritize the user journey, create intuitive navigation, and brand each page consistently.”

DesignRush's research includes examples of websites that exhibit these success-driving characteristics, such as:

- Twitter
- Levit Pen
- The Global Oil Map (By GSM London)
- Lettuce & Co.
- Instagram

Businesses can find inspiration and explore additional websites with highly functional features in DesignRush's [Best Website Design section](#).

Plus, brands hoping to design their own minimal platform can search DesignRush's list of [top website design and development companies](#) to create functional and visually-pleasing sites that empower strong conversion rates.

In addition to robust roundups, DesignRush allows users to search the:

- Top Website Designs
- Top Logo Designs
- Top Print Designs
- Top Package Designs
- Top App Designs
- Top Videos

Users can filter best designs by industry and style in each category. The powerful database of successful designs ensures that growing businesses can quickly discover the inspiration necessary to evolve in the digital age.

About DesignRush: DesignRush.com is a digital destination to inspire creativity and the discovery of marketing, design and technology trends. The company was founded by Gabriel Shaoolian, an experienced entrepreneur and digital marketing expert.

DesignRush's Best Designs section showcases the best designs in web, logo, print, packaging, mobile apps and video. Users can filter best designs by industry. DesignRush also features comprehensive articles in the Trends & Insights section, such as:

- The 10 Best Ecommerce Website Designs Of 2018's Top Features & Functions Example
- The 12 Most Creative Custom Illustration Examples In Web Design Building Strong Online Businesses
- The Top Funniest Websites -- Plus, How To Effectively Add Humor To Your Site

In addition to showcasing the best designs, DesignRush features the top agencies around the world, including the best Digital Agencies, E-Commerce Web Design & Development Companies,

Logo Design & Branding Agencies, App Design & Development Companies & Digital Marketing Agencies.

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Stephanie Sharlow
DesignRush
14193566394
email us here

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