WEBSITE REDESIGN TRENDS

TO ENHANCE USER EXPERIENCE IN 2023

Si Siteimprove

0.05 seconds. That's how long it takes for visitors to decide how they feel about your website – and whether they want to do business with you.

People make snap judgments. The first thing visitors form an opinion about when they come to your website isn't your images, backgrounds, logo, or meet the team page. That's still vital, but it comes laters.

No – **94% of these first impressions** are purely based on your website's instant look and feel. And this fundamental gut reaction determines a huge chunk of your traffic and conversions.

38% 38% of users will immediately stop engaging with a website if the content or layout don't appeal to them.

If you want to impress your visitors and turn them into customers, you need to get your presence up to snuff. Getting that first impression right or wrong can be the difference between making or breaking **your business' bottom line**. No matter how useful your products or services are, with an outdated or poor website design, no one is going to stick around to hear your pitch. To put it bluntly: If your website looks and works like it was built in the 90s, it's time for a refresh.

The solution? Staying ahead of modern web design trends, and integrating them **into your digital marketing efforts**. A better customer experience starts with a better page experience. Whether you're creating a new website or thinking about an update, we help you make an impact for the right reasons. In this eBook, we'll share which website (re)design trends will push the envelope in 2023, and how you can use them to build engaging web experiences that stand out among the crowd and get eyes on your page.

What makes a good website?

With roughly **two billion websites** live right now, there's a lot of noise you need to cut through. Attracting and maintaining traffic to your website is hard enough on its own, but getting those visitors to stay and engage with your content is an even bigger challenge.

89%

89% of consumers shop with competition after a dissatisfying user experience.

91%
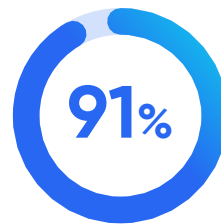
**91% of content gets no traffic from Google.**

A flagship website should excel in both design and function. It needs to be visually appealing, technically stable and secure, and wonderfully simple to navigate for all audiences – no matter their abilities.

Digital inclusion and web accessibility

Digital inclusion is the act of making the web and other digital technologies barrier-free for everyone who wants to use them.

While it certainly has a broader meaning, your digital inclusion strategy should begin with **web accessibility as part of your digital marketing efforts**.

An accessible website means it's designed in a way that all your website visitors can enjoy equal experiences – whether it's purchasing an item, downloading information, or submitting a request.

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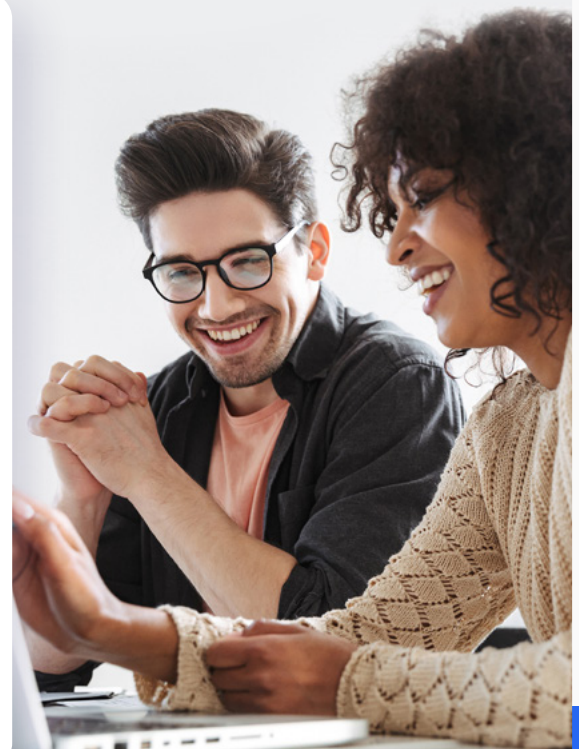
Website design in 2023 puts users first

Fueled by Google's **page experience update** and **helpful content update**, real-world user experience has become the linchpin of digital marketing efforts.

Usability, mobile-friendliness, page speed, and web security have been important for ranking on Google for some time now. But as our digital world evolves, competition grows and the race for attention gets harder. The ways we find content on the web are getting smarter, particularly and Google and Microsoft introduce more conversational tools, so what's worked for you in the past might not work for much longer.

With tools like generative AI becoming prominent in 2023, there's a focus on higher quality web experiences over generic content. Instead of quantity of content, we all need to think smarter and better assess quality, impact, and purpose. In other words: your presentation counts more than ever!

Keeping an eye on fresh design trends is key, helping you attract attention and effectively convert visitors to customers in the future.

Page speed influences search ranking. The first five seconds of page loading time have the highest impact on conversion rates, which drops by an average of 4.42% with each additional second of loading time. On average, a one second delay **reduces customer satisfaction by 16%**.

Bounce rate by page speed
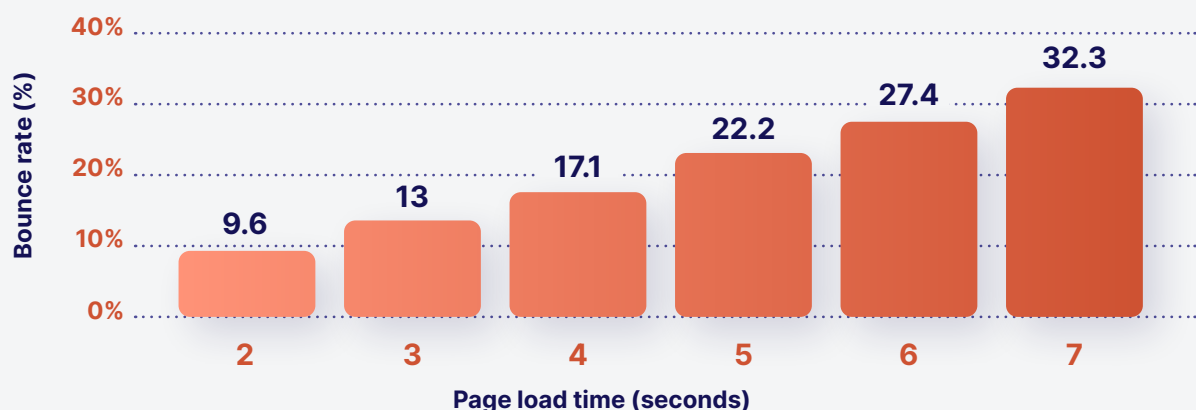
Source: Section

Website (re)design trends you should not miss in 2023

① Embracing nostalgia

Everyone loves a good throwback. Especially in recent years, where nostalgic design has emerged as a powerful design trend across digital platforms. Let's take a look at some of the impacts of nostalgia in your design elements, the effects on the user experience, and some of the ways you can use it without comprimising on modern accessibility.

Mixing vintage colors and modern contrast

Vivid palettes from the '70s and '80s can draw out a sense of nostalgia that enhances the visual appeal of your website. But don't go overboard. It's essential to use these colors in the right way, balancing their nostalgic charm with modern standards for legibility. Choose color combinations that maintain enough contrast, ensuring that users with visual impairments can easily read and comprehend your content.

Classic typography

Time to embrace those classic serif fonts! 2022 saw retro-style, bold, and bell-bottomed fonts go mainstream, giving brands a chance to show off some '70s flair in their typography. The latest **Burger King rebrand** is a great example of how throwback aesthetics and funky typefaces can sit alongside modern UX and clarity.

When incorporating vintage fonts, there's a fine balance between finding the right vibe and maintaining legible lettering. Select typefaces that convey the desired retro feel without sacrificing readability or straining the user's eyes. It's also important to maintain a consistent typographic hierarchy that guides users through your content and aligns with modern design principles.

Retro & Funky

Vintage elements, 2020s navigation

We've learned a lot since these styles were first popular. It's important to make sure you don't get too invested in vintage authenticity and throw out all the modern fundamentals of good UX design when you're building your old-school-inspired designs.

Try not to overwhelm your design with too many retro components. Make sure that your vintage and retro elements complement the modern core of your design, rather than adding too many distractions. That means keeping all the UX conveniences we know and love: hamburger menus, sticky headers, and descriptive calls to action. That way, you get all the best parts of nostalgic design without compromising your site's user journey.

2 Bold colors

We've already touched on how vibrant colors are in right now. But it's worth looking at the psychological importance of making your brand a bit more vibrant. The bright, saturated colors, and specifically gradients and liquid gradients that businesses are choosing in 2023, will them apart from the soft neutrals that many brands have chosen in recent years.

Applying basic principles of color theory, colorful minimalism will be one of the most prominent web design trends in 2023.

The use of color naturally links with the use of emotional design, and can, if done right, serve as an excellent marketing tool. Colors affect website visitors subconsciously. They can be used to evoke certain emotions and play a rather significant role in forming a customer's perception of a brand – and actions. In fact, **visual appearance accounts for over 90%** of why customers purchase a service or product in the first place! This staggering number shows just how dramatically color affects user behavior and how important it is to consider when building brand awareness.

Color increases brand recognition by 80%. Brand recognition is directly linked to customer confidence.

For many brands, the use of color takes center stage in their design philosophy. Whether directly or indirectly, each color implies an emotion that helps form our perception of individual brands. Some colors have come to even define entire industries – red for fast food, green for health, and blue for technology and travel.

Red

Means
passionate, active, exciting, bold, energy, youthful, physical, pioneering, leader, willpower, confidence, power

Pink

Means
love, calm, respect, warmth, long-term, feminine, intuitive, care, assertive, nurture, possibilities, unconditional

Purple

Means
deep, creativity, unconventional, original, stimulation, individual, wealth, modesty, compassion, distinguished, respectable, fantasy

Navy

Means
trust, order, loyalty, sincerity, authority, communication, confidence, peace, integrity, control, responsible, success, calm, masculine

Green

Means
balance, growth, restore, sanctuary, equilibrium, positivity, nature, clarity, prosperity, good, judgement, safety, stable

Blue

Means
spirit, perspective, content, control, rescue, determination, self-sufficient, modern, goals, aware, purpose, open, ambition

Orange

Means
instinct, warmth, gut, reaction, optimistic, spontaneous, extrovert, social, new ideas, freedom, impulse, motivation

3 Inclusivity

Your website needs to be accessible for everyone. In fact, if it's not, you're locking over a billion people out of your potential customer base. Your web design needs to cater to the diverse needs of all users, including those with disabilities.

Inclusive design is an approach that embraces the diversity of users, creating digital experiences that are usable by the widest possible audience. The key is flexibility. You need to understand that not everyone will be approaching your site in the same way, and therefore ensure that your design doesn't take certain approaches for granted. This can put up barriers and make it harder for some people to access the information they need.

Web accessibility is crucial for catering to users with disabilities, such as visual, auditory, motor, or cognitive impairments. It's vital to stick to the Web Content Accessibility Guidelines (WCAG), use semantic HTML, and design with keyboard navigation in mind to ensure everyone can access your site.

Screen reader compatibility is essential. Especially as not all screen reader users are visually impaired: many instead have cognitive or motor disabilities, and **16% don't have a disability at all**. Provide descriptive alternative text for images and video, use navigation landmarks, and ensure proper heading hierarchy to make your website compatible with screen readers.

Making your website inclusive and accessible not only makes the web more inclusive for all, but boosts your business's potential. By reaching a broader audience, you can expand your customer base, enhance your brand reputation, and reduce the legal risks associated with non-compliant websites.

Screen readers and other assistive applications cannot interpret your website without the right context. And that context needs to come from purposeful, principled, and inclusive design.

4 Micro-interactions

Images convey much more than words ever could – and moving images say even more. One trend in 2023 will be the increased use of micro-interactions to enhance how information is presented. Adding dynamism to otherwise static experiences, microinteractions allow users to interact more closely with design, giving objects a life-like, human feel.

While micro-interactions might appear to be insignificant details of a website, they are, in fact, an extremely important aspect of an engaging browsing experience. Speaking to our human **instant gratification mindset** (people are hardwired to want things – now), these minuscule animations provide immediate feedback to users when they've completed a digital task, no matter how small – just like the toaster pops up in the real world to tell you that your toast is ready.

Micro-interactions make simple tasks engaging and welcoming. Without them, websites would be a static, boring collection of text and images, turning users into passive observers instead of active participants. Done right, micro-animations blend into a user's experience naturally and strengthen a website's aesthetic.

As micro-animations are usually heavy in terms of bandwidth and slow down your website's loading speed, using them economically is paramount. If the animation is longer than five seconds, embedding a video instead is a smart choice.

5 Video

70% of marketing professionals report that video **converts better than any other channel**, which is unsurprising when you take into account that visitors spend **88% more time on websites with videos**.

Visual storytelling is a powerful marketing tool to increase visitors' interactions and actions. In fact, Forrester Research takes the phrase "One picture is worth 1,000 words" one step further and **suggests that a one minute video is worth 1.8 million words**. Another persuasive reason for businesses to use video on their website is Google's ranking factor dwell time, which measures how long visitors stay on a website. The idea behind dwell time is simple: If users spend a lot of time on a website, that suggests it offers high-quality content. A great way to attract and hold visitors' attention is to provide compelling videos.

Businesses that include videos on their website generally see higher engagement rates, higher click-through rates, and higher conversion rates. The fact that **46% of people who watched a product video on a website act after viewing** shows that it makes sense for businesses to include video in their digital marketing strategy.

80%

80% of online users who watch a video ad will recall it even a month later. 12% will buy the product from the ad they've seen.

80%

Embedding videos in landing pages can increase conversion rates by 80%.

Like micro-animations, length can be a big constraint for video. For optimal results, videos should be no longer than two minutes, with the highest engagement coming within the first 30 seconds of a clip.
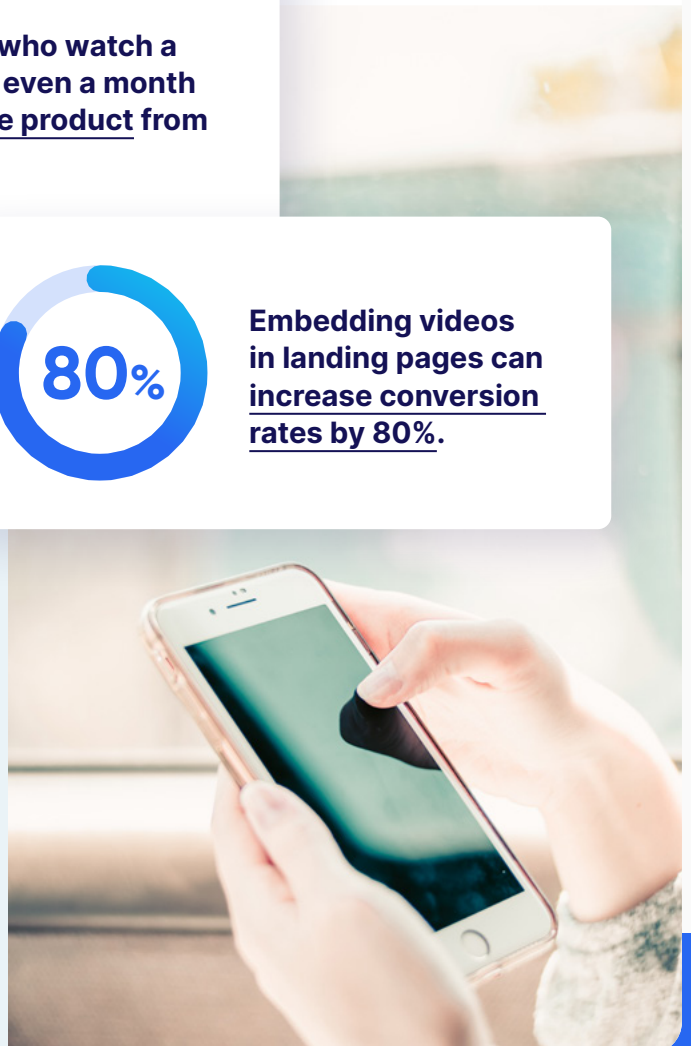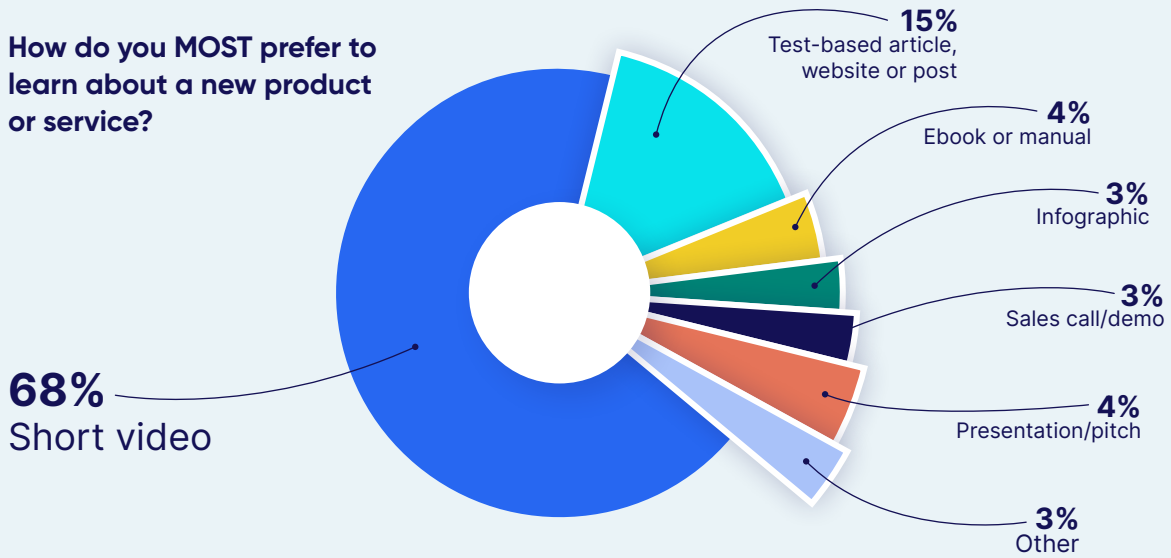
100

In 2021, the average person watches online videos for 100 minutes daily, which is an increase from 84 minutes in 2020.
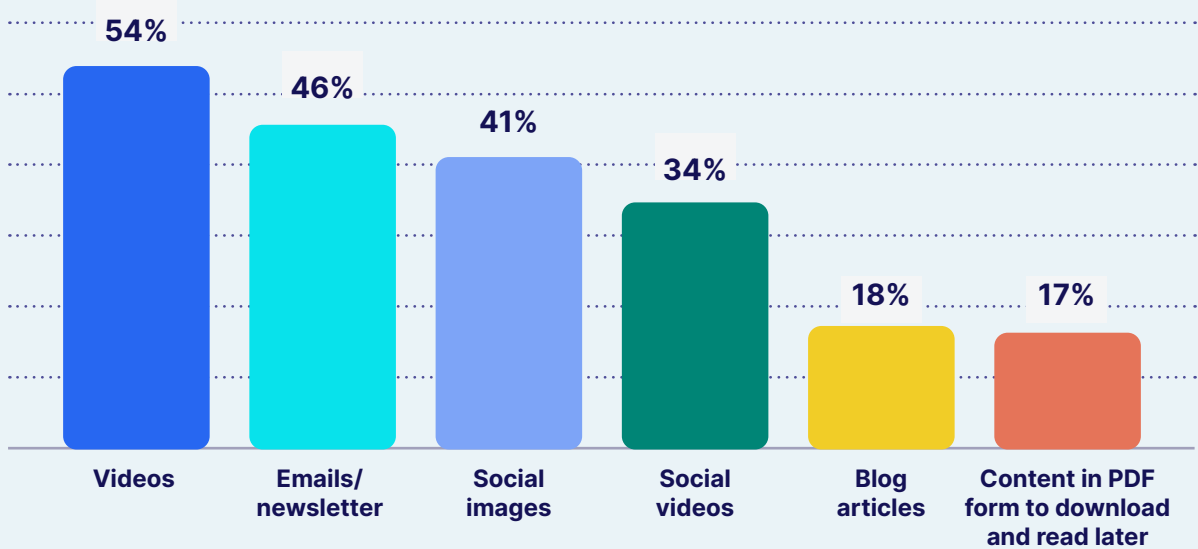
65%

Video usage grew 24% in 2022, now equating to 65% of all internet traffic.

How do you MOST prefer to learn about a new product or service?

15%
Test-based article, website or post

4%
Ebook or manual

3%
Infographic

3%
Sales call/demo

4%
Presentation/pitch

3%
Other

68%
Short video

Source: **ClickZ**

What kind of content do you want to see from a brand or business you support?

54%	46%	41%	34%	18%	17%
Videos	Emails/ newsletter	Social images	Social videos	Blog articles	Content in PDF form to download and read later

Base: 3,010 consumers in the US, Germany, Colombia, and Mexico
Source: **HubSpot**

6 Thumb-friendly mobile navigation

Mobile-friendly, responsive websites aren't just a trend anymore. In 2021, mobile searches accounted for 93% of all Google searches worldwide.

The percentage of global web traffic on mobile phones has surged over the past decade. With **around 55% of all online users accessing websites on their mobile devices** rather than a laptop or desktop in the first half of 2021, mobile users now make up the majority of website visitors. Businesses need to adapt to this mobile-first world. In 2023, take responsive website design to the next level to provide an even more convenient browsing experience.

Responsive design means thumb-friendly mobile design. Business websites need to be intuitive and easy to navigate with the thumb alone. Simplicity is key.

The "thumb zone" is marked green in the illustration. The yellow area indicates that the thumb has to stretch. The red area is uncomfortable to reach for most users.

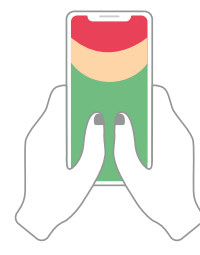**left hand**   **combined**   **right hand**
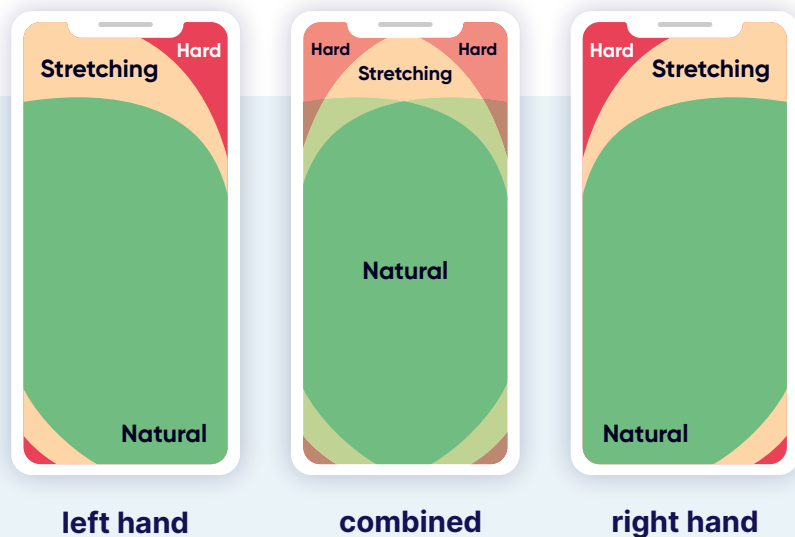
The thumb zone is a key factor in the design and development of mobile interfaces and refers to the area of a mobile device where the thumb feels most comfortable and natural when interacting with the screen. The term was first coined by Steven Hoober, an expert in mobile interfaces. He found that **49% of people rely on a one-handed grip to support their phones**, while 75% use their thumbs to get tasks done easily.
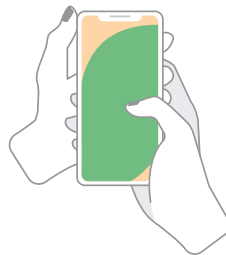
49% one handed   **36%** cradled   **15%** two handed

7 Voice search

Voice search, which was introduced by Google in 2011 and was more of a novelty than a feature that users relied upon at the time, has become one of the fastest growing technology trends since. Improvements in speech recognition algorithms have started to put traditional keyword-typed search in the rear.
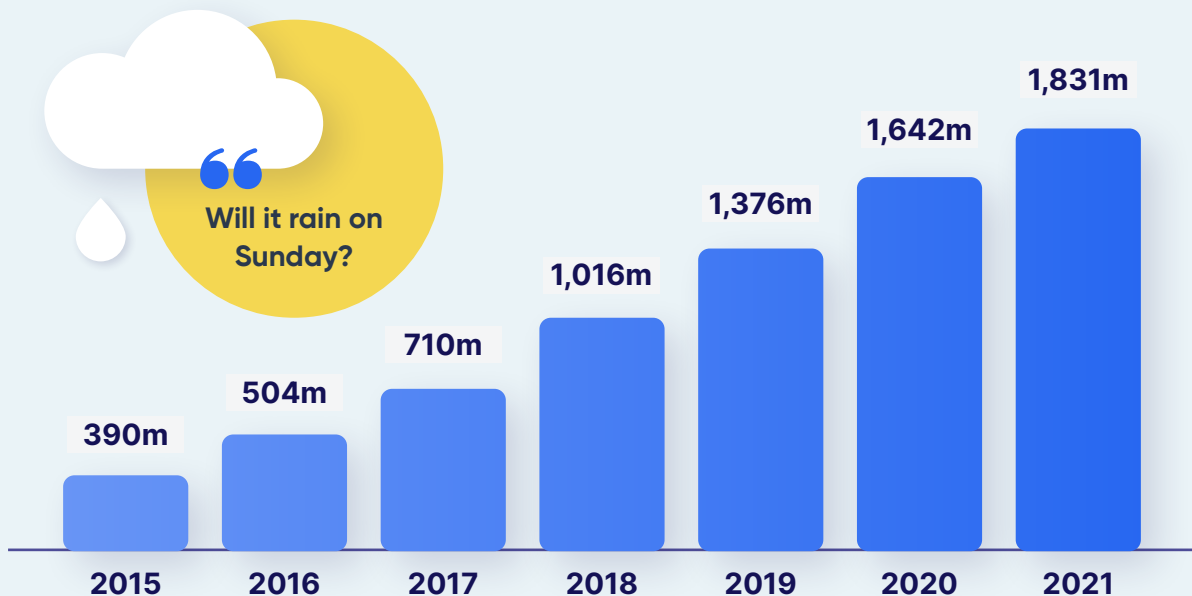
To keep up with the evolving landscape of voice-activated search, brands will need to optimize their interfaces, platforms, and websites for voice commands. Worldwide, there will be a projected **4.2 billion voice assistant users in 2021** and forecasts suggest that the number of digital voice assistants will reach 8.4 billion units by 2024 – outstripping the world's population.

By 2022, voice search is expected to be a $40 billion channel.

Voice search technology has leaped forward in recent years. Google's speech recognition algorithm now scores 95% accuracy for English, which is nearly on par with human listeners.

Digital Assistants - Always at your service

Estimated number of users of virtual digital assistants worldwide*

Will it rain on Sunday?

Year	Users
2015	390m
2016	504m
2017	710m
2018	1,016m
2019	1,376m
2020	1,642m
2021	1,831m

* e.g. Cortana, Siri, Alexa and Google Now; figures do not include enterprise usage.
Source: Statista

8 Generative AI

Generative AI exploded in popularity in late 2022, and it's set to continue turning heads across the marketing industry throughout 2023. The ability to create text, images, and basic code with just a few short prompts has made what was once science fiction seem closer than ever before.

67%
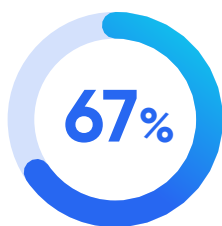
67% of global consumers had an interaction with a chatbot over the last 12 months.

92%

According to Drift's 2020 State of Conversational Marketing report, the use of chatbots as a brand communication channel increased by 92% since 2019.

Most of the conversation has focused on AI software trained with Large Language Models (LLMs): vast, complex data sets which the AI can draw on to produce high-quality copy about a wide range of different topics.

Speculation about the future of content is rife. But one thing is becoming clear: AI is an incredibly useful tool that can help marketers get more done in less time.

How, you ask? AI can generate skeleton documents in seconds. It gives you a conversational soundboard for ideas. And it can even find gaps in your editorial calendars, offering you suggestions on how you can make your content strategy more agile.

There's one growing trend where AI could be particularly game-changing: chatbots. Conversational chatbots based on LLM APIs could (in theory) understand your prospects' questions and go off-script. As a result, the chatbot market is expected to grow to $1.2bn in 2023, as deeper AI integration into chat windows and web apps emerges.

9 Dynamic (or single-page) scrolling

2022 saw an increased focus on brand storytelling, and with it the rise of singlepage and parallax scrolling. Single-page scrolling is perfect for businesses to capture engagement and interest as users don't need to do anything but scroll to interact with the story. Parallax scrolling means that the background of a website moves at a slower rate than the foreground when the user scrolls, adding depth and aesthetic value to a website.

This trend will continue in 2023, and with good reason. **92% of consumers** want brands to make ads feel like a story. And our brains seem to be hardwired for it – according to **research by Headstream**:

55% of visitors that love a brand story are more likely to buy the product in future

44% will share the story

15% will buy the product immediately

Brand storytelling is the act of telling a story through various mediums. Strategically used it's an incredibly vital marketing tool to increase brand awareness. It's a prerequisite to maximize your business's visibility, impact, and bottom line.

How storytelling affects the brain

Neural coupling: A story synchronizes the listener's brain with the teller's brain.

Mirroring: Mirror neurons enable listeners to mirror experiences.

Cortical activity: Two areas of the brain are activated when processing facts. Stories activate many additional areas such as the motor cortex, sensory cortex, and frontal cortex.
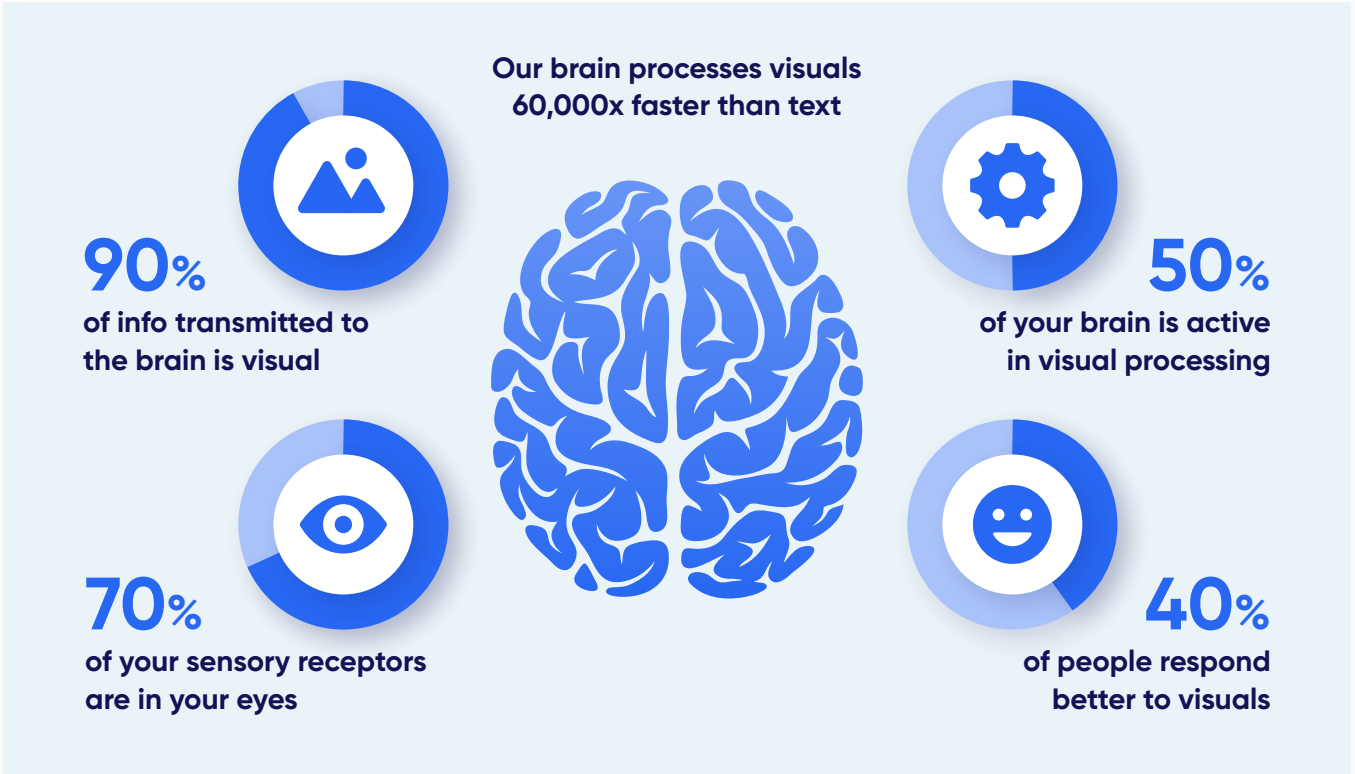
Dopamine: The brain releases dopamine in response to an emotionally charged event, resolution of conflict, or even recognition of a pattern, creating a pleasurable response and ease of memory and recall.

Cortisol: The brain releases cortisol when it experiences conflict, increasing attention and memory.

Oxytocin: The brain releases oxytocin in response to characters that increase empathy and connection as well as compassion and trust.

10 Data visualization

Visual content tends to be far more engaging than words and numbers alone.

Our brain processes visuals 60,000x faster than text

90%
of info transmitted to the brain is visual

70%
of your sensory receptors are in your eyes

50%
of your brain is active in visual processing

40%
of people respond better to visuals

Source: **Thenextweb**

Digital technology has transformed the way brands use statistical information, offering insights into all sorts of different business metrics. In a world of constant information overload, data is a great asset to display on a website to help customers make buying decisions more easily. Unless businesses present their data in a visual way, however, users will have a hard time making sense of it.

In 2022, data visualization and micro-animations have played a key role in modern graphic design and communicating data to engage visitors and make them curious. Turning information into a format that can be both easily explored and consumed, visualized data has become a key element in website design for businesses and is increasingly used for brand storytelling on the web. According to Gartner, data stories **will be the most common way of consuming analytics** by 2025.

The market for data visualization tools is expected to grow by more than 11% annually, from $5.9 billion in 2021 to $10.2 billion in 2026.
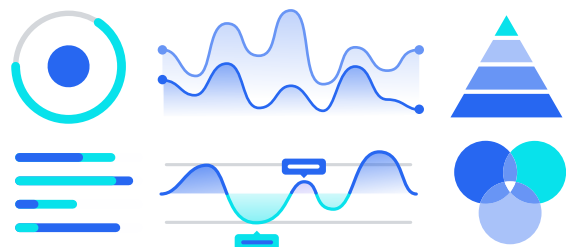
Whether your website's goal is to sell products or services, build awareness, or share information, you need to grow your brand by engaging and keeping customers.

Impeccable content is what sets your website apart from the masses and delivers the right message. The creation of quality content should be the foundation of your website and its structure.

Gain insights into your website's content before it goes live. Learn more about how you can maximize your content and improve your website experience:

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