

Published based on [How Web Design Has Changed Over The Years](#)

How Web Design Has Changed Over The Years

Not all that long ago, when the internet was in its infancy, a user was usually greeted by very bland and boring pages that simply looked like basic word processing documents. Most of the time, the web pages had simple black text and occasionally were spruced up with a headline in a different font or color. However, as the internet quickly evolved, so did the standards of [web design](#), which have become ever more important to having a successful online presence.

At the end of the 1990s, [web design](#) had reached a point of giving people a much more interesting looking website. It would make far better use of fonts, colors and text effects. However, the most common sort of website still had a very simple, layout, and the new company website would look very similar to their corporate brochure.

The last ten years has seen a real explosion of activity, interest and commerce on the internet. More and more companies want to do business online, so websites have become much more sophisticated and varied. Website development and website marketing demanded that the design of a new website be more visually attractive and engaging, in order to draw in website visitors.

As internet surfers have also become more sophisticated, as well as impatient, the challenges faced by webmasters have continued to increase. These days, web surfers expect a page to open quickly and provide the information they are searching for immediately. This has led to the need to create site design structures that are not laden down with slow-loading graphics. Even though they might be visually stunning, they only serve to annoy today's internet user who is fast paced and in a hurry.

This has meant that even if the graphics on the site have cost either a lot of money or time to develop, they are not being seen. These days a surfer does not want to be kept waiting. If they feel that the page is either not loading, or taking too long to load, they will go somewhere else, hoping to find a website that loads faster.

These days, it seems that simple, straightforward and uncluttered layouts provide the basis for the best kind of website to help meet the demands of the modern surfer. Nowadays, website development is much more about being able to creatively yet subtly provide a compelling framework for the web content. A design that will enhance it, without distracting from it.

If you need to be heard from the roof tops and for your brand to be known through out the land then you need [pr agency kent](#) from the award winning agency called england who have been in the [pr agency kent](#) business since before it was mainstream

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