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# Reasons Simple Website Designs Perform Better

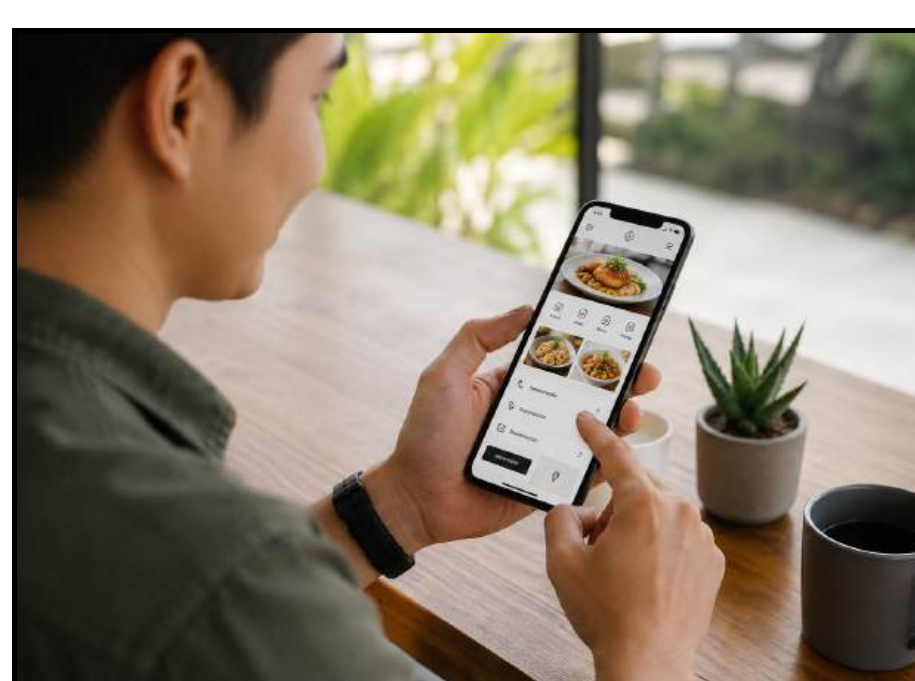
## 1. Simple Design Makes Decisions Easier

A homepage packed with moving graphics, sliders, and competing text blocks makes it hard for visitors to find basic answers. A clean layout removes visual clutter, highlights primary services, and puts contact information front and center, giving visitors a direct path to reach your business.



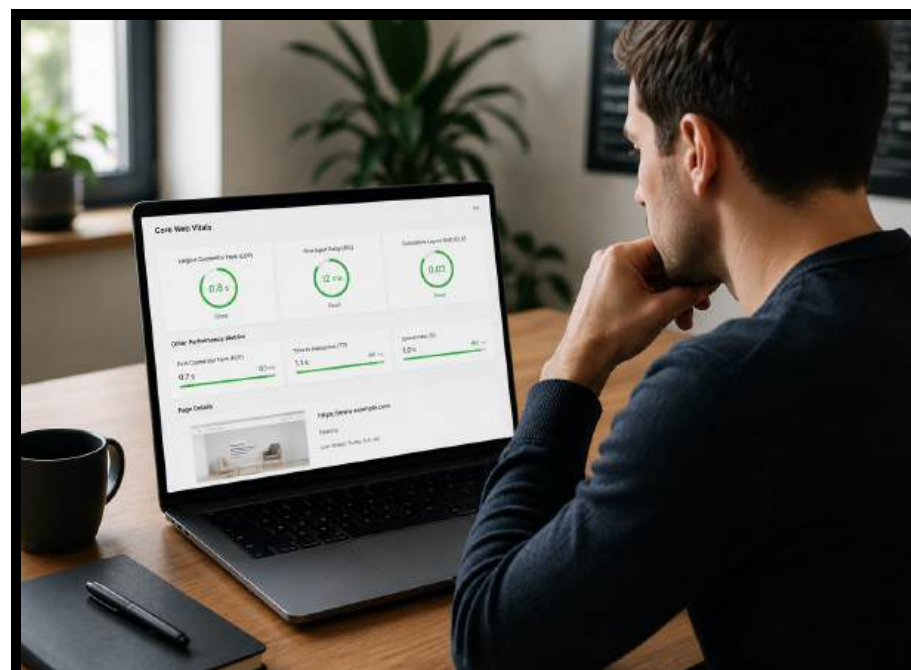
## 2. Clarity Usually Beats Novelty

Unusual layouts break the basic rules of how people navigate, pushing visitors toward competitors who make information easier to find. Keeping contact details near the top, using a clear mobile menu, and placing elements where visitors naturally expect them removes hidden barriers that hurt conversions.



## 3. Faster Sites Usually Start With Simpler Choices

Heavy video backgrounds, complex animations, and unnecessary scripts slow page load times, hurting both user experience and local search rankings. Simple design requires fewer heavy assets and less code, producing faster pages that keep visitors engaged and protect the return on paid traffic.



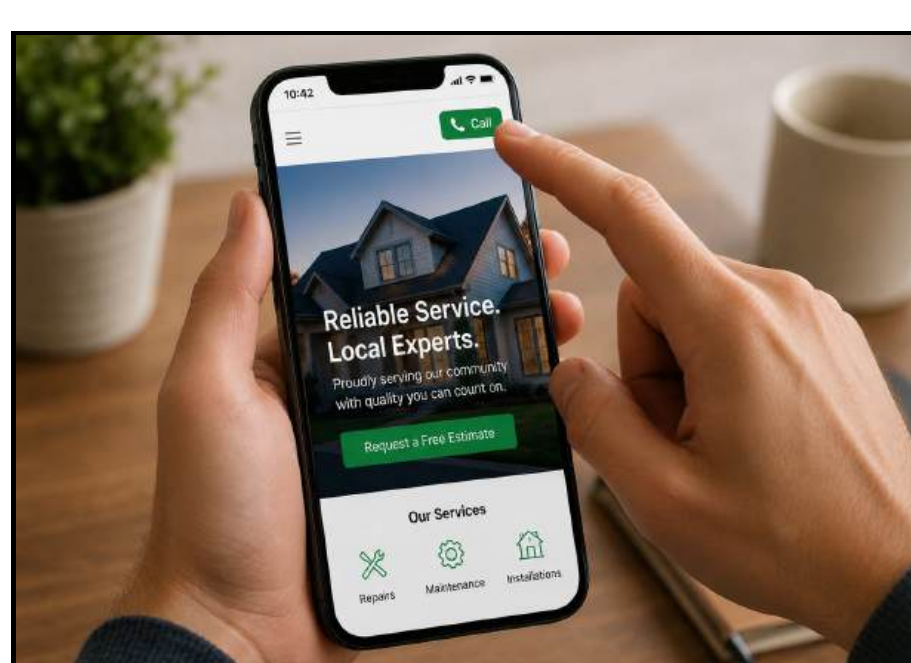
## 4. Simple Design Strengthens Content

Too many icons, animations, and competing fonts bury the message before anyone reads it. Stripping away unnecessary graphics gives headlines instant authority, makes supporting copy easier to absorb, and allows customers to find services, reviews, and pricing without hunting.



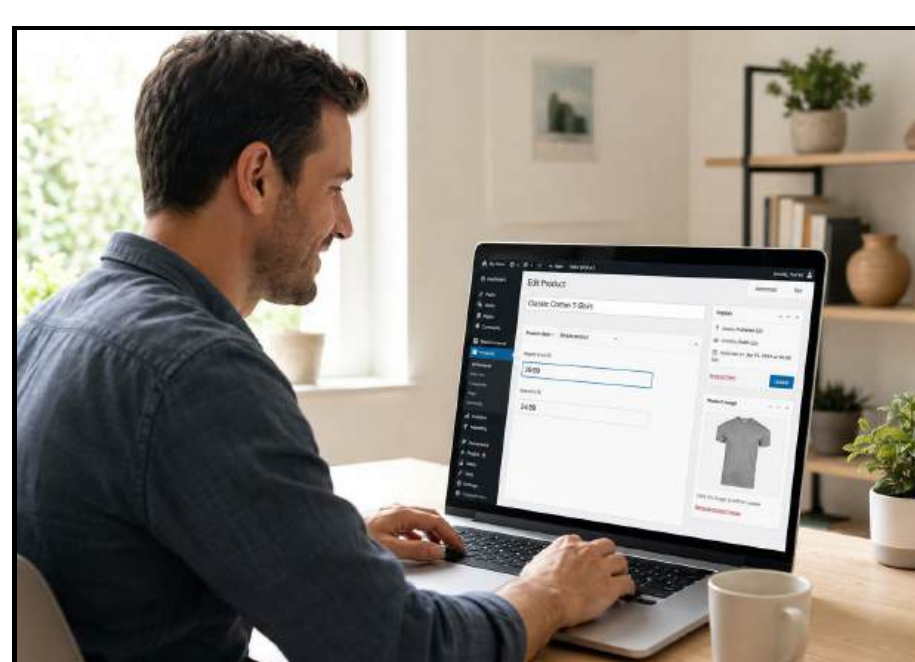
## 5. Mobile Users Reward Simplicity

Flashy animations and complicated menus that work on desktop often fall apart on mobile. Simple mobile design keeps text minimal, places tap-to-call buttons at the top, uses large form fields, and maintains enough white space so users never misclick, creating a straight path to the sale on any screen size.



## 6. Fancy Design Often Creates Maintenance Problems

Custom animations and fragile coding turn basic text edits into stressful chores that can break entire pages. A simpler website is far easier to manage after launch, letting business owners update pricing, swap photos, and post news without needing a developer for every small change.



## 7. Users Care More About Ease Than Impressiveness

Most visitors arrive to find a phone number, check a price, or book a service. A fast, clear page earns trust and gets the call. A slow, visually complex page loses patience and the customer. Simple design wins by valuing the visitor's time and putting answers directly in front of them.



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