

What does a website layout mean?

To put it short, it's a critical element that makes a website to be a success. Or a failure.

A website layout is a pattern (or framework) that defines a website's structure. It has the role of structuring the information present on a site both for the website's owner and for users. It provides clear paths for navigation within webpages and puts the most important elements of a website front and center.

Best Website Layouts

1. The Zig-Zag Layout

This layout is based on a widely-known pattern users got used to scan a webpage content: the eyes move along the page following a Z-letter direction.

First, eye goes from left to right

Next, eye goes down and to the left

Last, their eyes move back across to the right again

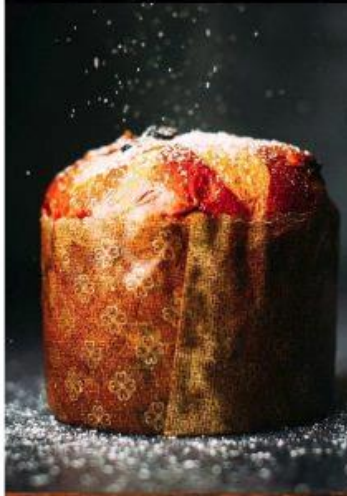


Desert of the day

Life is uncertain. Eat dessert first.

There is only one difference between a long life and a good driver: that, in the dinner, the sweets come last.

[Learn more](#)



Few of our "secret" recipes

If God had intended us to follow recipes, He wouldn't have given us grandmothers.



FEATURED RECIPE

Enjoy the best *crab with wine and lemon juice*

Stuffing: 4 oz. Alaska King or Snow Crab meat 2 oz. late cheese, cut in small discs (and as well) 1 teaspoon finely diced shallot 1 1/2 tablespoons minced garlic 1 tablespoon finely diced red pepper 1 1/2 tablespoons finely diced yellow pepper 1 1/2 teaspoon fresh chopped tarragon salt and Fresh ground pepper, to taste

FEATURED DESERT RECIPE

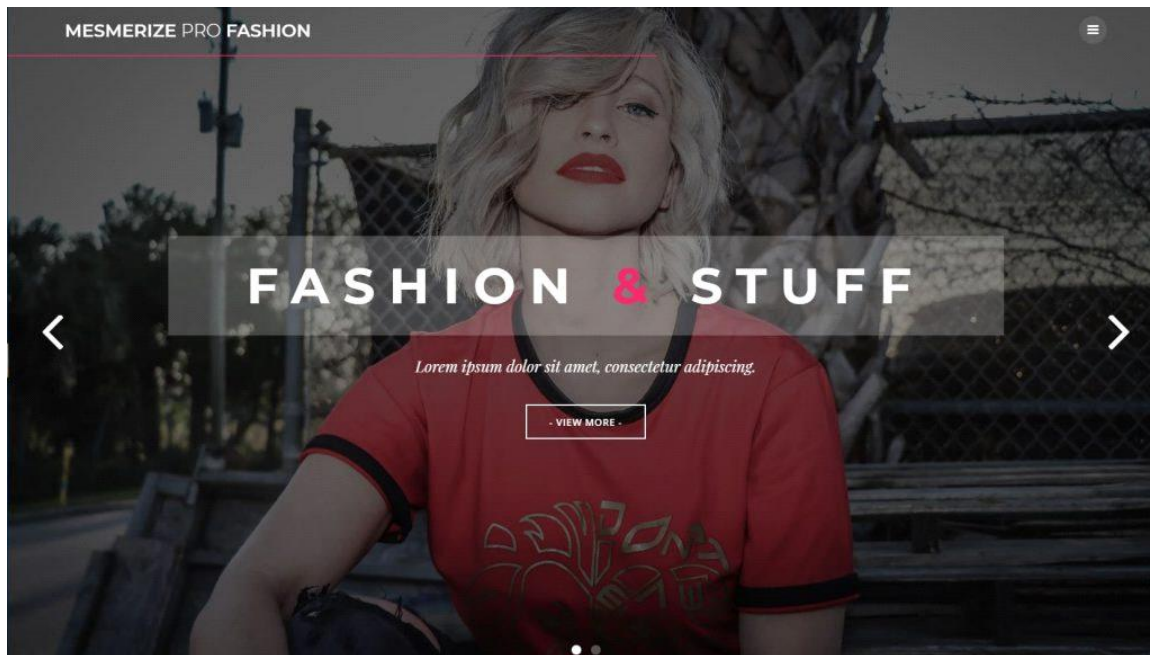
Our best *pancake and grapes* combined together

2 cups sliced strawberries 3 tablespoons sugar 2 cups all-purpose flour 2 1/2 teaspoons baking powder 2 tablespoons granulated sugar 1/2 teaspoon salt 2 large eggs 1 1/2 cups to 1 2/3 cups milk 2 tablespoons melted butter 1/2 teaspoon vanilla extract



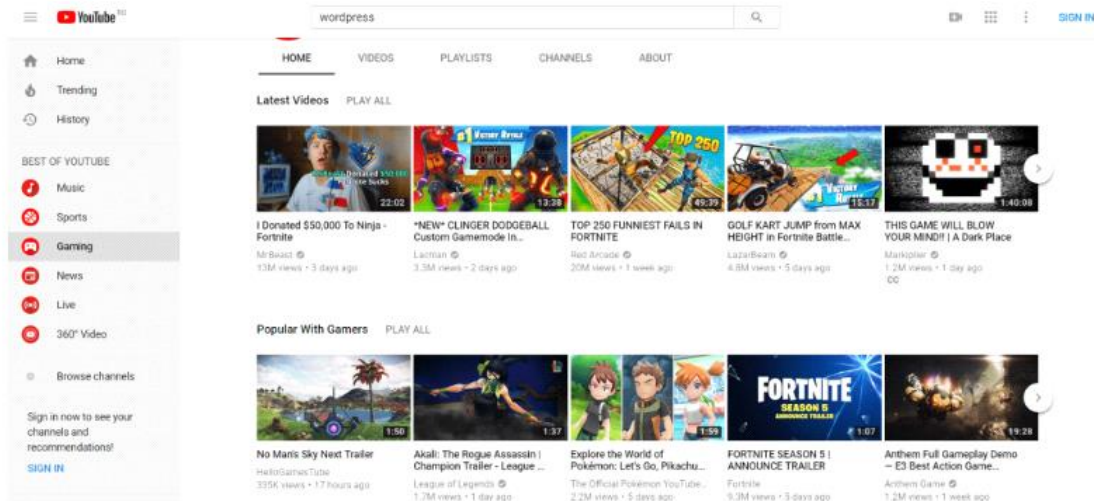
2. Full Screen Photo

In this case, the layout implies spreading up content upon a full screen photo/image. Thus, text sections or menu sections are there to support the “living” image. Good to use for websites that want to immediately anchor the subject of a site in the mind of a visitor.



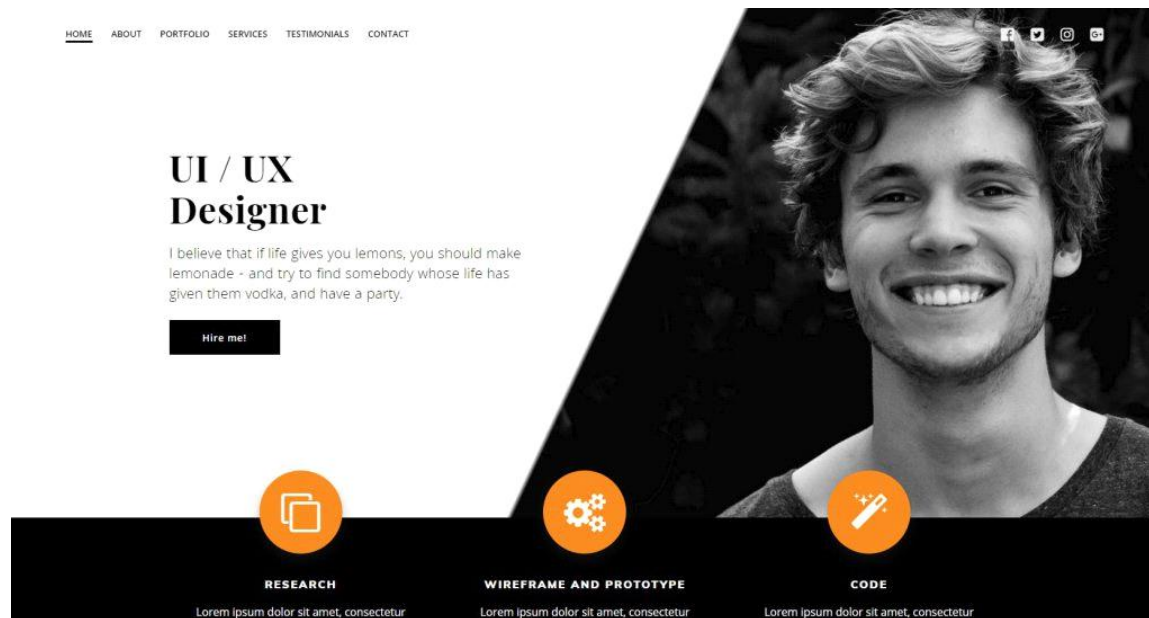
3. Grid Layout

Information is organized into grids, making it easy to browse., and people can stop to specific topics of interest. Grids allow for an equal distribution of text, photos, videos onto the webpages, letting users decide upon the importance of each unit. Good to use for newspapers, vlogs, etc.



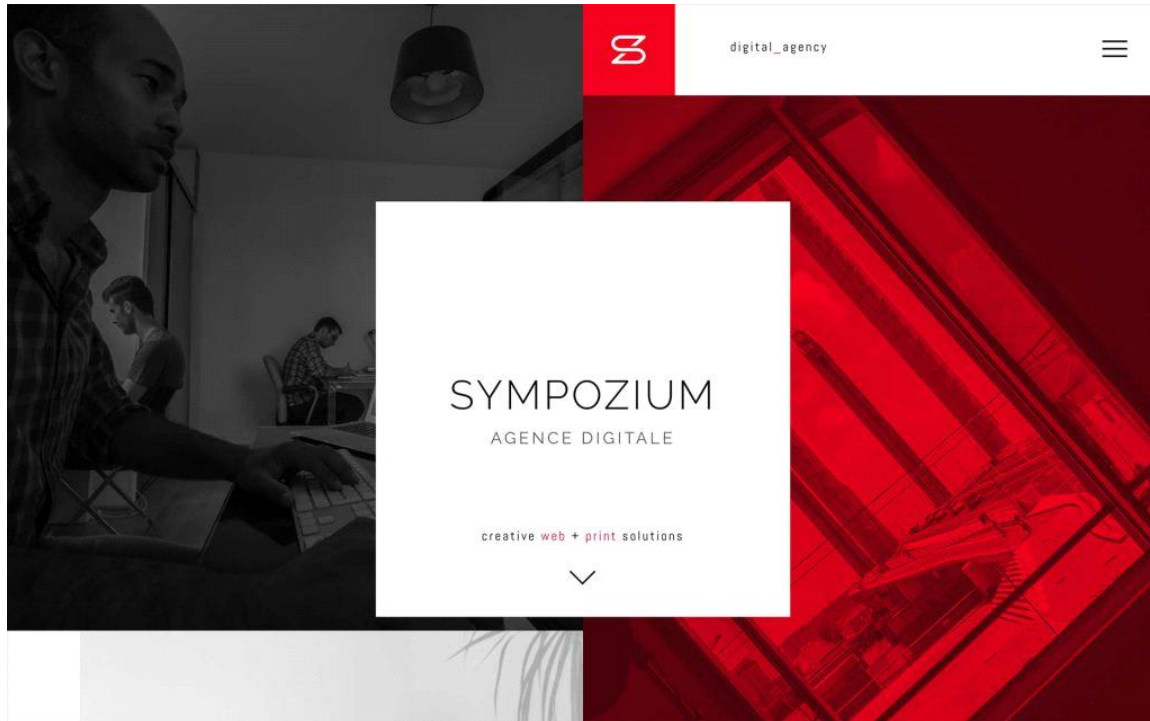
4. Featured Image Layout

One of the most frequent layouts nowadays implies setting up a featured image representative of each page in the website. The image serves to concentrate attention and interest to a focal point expressive of the page topic. Also, the image stands as the source of meaning that radiates from this very focal point. Good to use for niche blogs, freelancers and professionals.



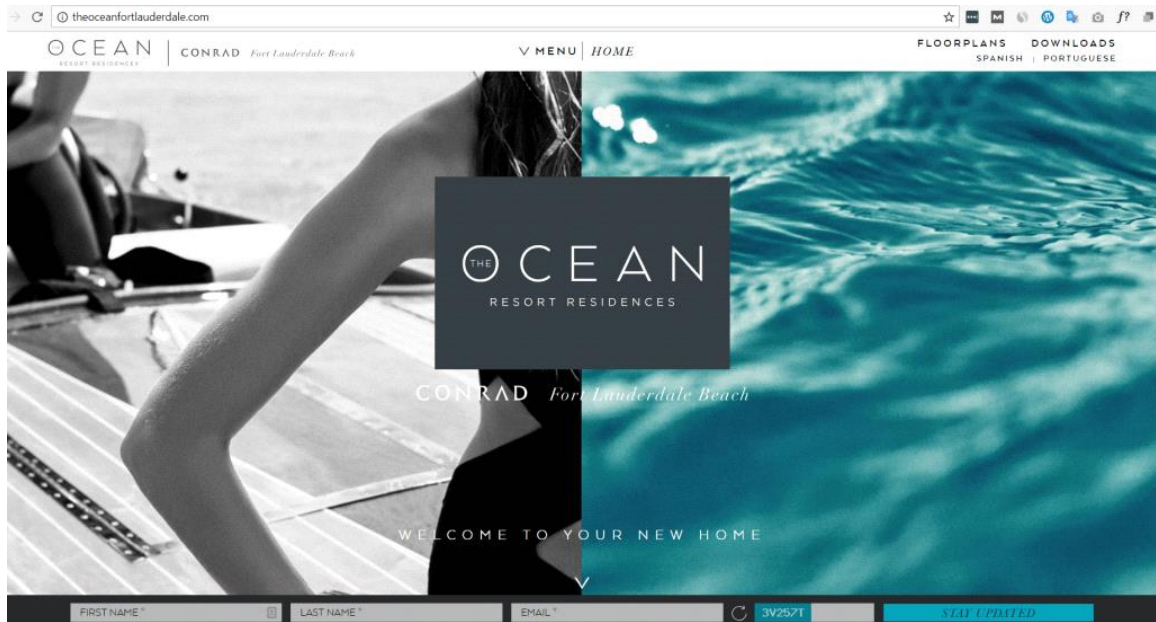
5. Asymmetrical Layout

The asymmetrical layout plays with the rules of symmetry to the point of bending them in favour of a unique promise: there is more we have to offer than perfection. The trick is to create active space, and to make white space livelier.



6. Split Screen Layout

This type of layout refers both to vertical split screen, and to horizontal split screen. Generally, a vertical split-screen plays a major role in conveying dual importance to 2 or more distinct areas. The purpose here is to favour quick choices, for better engagement with the website right off the bat.



Website Layouts Work

The layouts above have a few things in common:

Simple to Use: Visitors to your site shouldn't have to figure out how your layout works. Instead, your web traffic should be able to land and get the information they need quickly and easily.

Intuitive: 76% of consumers want a website that makes information easy to find. You can do that by making your layout predictable.

For instance, if you look at other sites in your niche, you'll probably notice the logo featured in the top left-hand corner. The phone number is typically in the right-hand corner, and the information above the fold is usually designed in an "F" pattern, which follows the natural direction of human eyesight and attention.

While it's natural to want a site that's unique and creative, stick with what works and you'll enhance UX and conversions in return.

Streamlined: The best layouts for marketing contain zero fluff or clutter. In fact, many of the best layouts make use of lots of white or negative space, which is shown to have positive impacts on users.

The best layouts are instead whittled down to only those basic and ultra-important elements that are necessary for convincing prospects that you're worthy of their time and money.

Goal-Oriented: The ideal website layout is symmetrical, clear, and orderly. Most importantly, top layouts make it clear what's expected of visitors once they land. You can do this with negative space and prominent calls-to-action that can't be missed.

Designed for Skimmers: When it comes to collecting and absorbing information, layouts that make text and other elements easy to consume tend to perform best.

Responsive: The best website layouts offer a similar and superior user experience no matter what type of device your visitors may be using.