Assignment: Joomla Trends

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Joomla Trends Essential for Establishment

Imagine walking into a retail store with hopes of finding some menswear for the holidays. The walls are covered in filth, there are no employees in sight, and navigation proves to be near impossible. When you try to find the men’s department, you must tirelessly trek through a relentless labyrinth of rooms and elevators. Finally, you find the men’s department, but there are no prices on the clothes. You look for an employee to help you, but there are none in sight’s view. Finally, your eyes find a door on the wall that says, “Open for Assistance.” The handle is covered in grime, but you really need those clothes, so, with a grimace, you tuck away your self-respect, open the filthy door, and walk through. Immediately, you are sucked into some sort of vortex, and, with horror, you find yourself being hurled through a strange passage way. When you emerge, thankful to be alive, you find that you are standing in front of the store; back where you began. What a nightmare!

Browsing through an online store, or a business’s website, with weak structure correlates strongly to the nightmare described above. Aesthetic visuals and convenient functionality are dire when hosting not just an eCommerce store, but any website. Luckily, there are amazing CMS platforms that aid wondrously in Philadelphia web management and web design. Joomla, one of the most widely used CMS platforms on the web, has brought innovation to website functionality, and there are some Joomla trends that prove essential to establish any business’s presence on the web; something crucial in today’s economy.

Clear Message

With Wegy, a Joomla, multi-purpose design template, businesses can clearly convey their company’s vision and main message. Without topic restrictions, a business’s website will establish a multi-purpose functionality, leaving template limitations behind, and allowing visitors to clearly understand what exactly the business is trying to get across. This Joomla trend helps solidify a business’s vision, and has brought innovation to Philadelphia web design.

Clear Design

Google continues to set trends in web design, and flat design has claimed victory with web designers abroad. However, adding a personal touch to a website’s appearance not only strengthens your brand, but it makes the browsing experience much more enjoyable. Material design is a Joomla trend that offers a wide variation of design routes, mixing the progressive flat design with old trends, such as shadowing and pseudo 3-D effects. This trend is a great tool for Philadelphia web design.

Clear Convenience

This Joomla trend, CSS3, has allowed Philadelphia web design to flourish with various features that will bring designs to life without the use of GIF. These code-based visuals cannot be copied, assuring the protection of designs, and stifling headaches for anyone in Philadelphia web management.

Clear Paths

Working to buy something, or having to work to learn about a business, will quickly divert anyone’s attention from a business’s website. The goal is to walk people through the vision, or the consumer experience; they should not have to work for it. Mega menus are essential for any eCommerce business, as navigation becomes simplified for the user. Wide arrays of content can be organized and accessible without going through a maze of pages with this trend.

Clear Engagement

A very important facet in Philadelphia web management is to engage the audience. Whether it be eCommerce, or just a business’s website, the audience should be engaged with the message. They should feel emotionally connected, and that is why the back-round video trend has become so popular. Getting a visitor’s attention will prove easy, as a back-round video will swiftly draw their attention. Instead of having to convince them to explore the business, they are already hurled into an educative experience upon entering the page.

These trends are essential to keep in mind if you are involved in Philadelphia web management, or Philadelphia web design. Browsing through a website is like browsing through a store, if it is hard to navigate through, offers no support, and does not visually please the customer, then the customer will be quick to walk out. Don’t let your business or eCommerce website become a nightmare!

-Travis Knight