



The footer is an important section for website visitors who want to find more information about your company. When creating a footer design, you face a difficult choice: which elements to include - after all, a well-optimised footer will facilitate navigation and help your customers find what they're looking for. In our new post we've collected the best ideas for website footer design and their most successful examples.

Why is a Footer Important for Your Website?

- It focuses on specific content;
- It helps generate leads;
- It provides users with helpful information;
- It guides your visitors;
- It keeps the user's attention.

If you want to keep visitors' attention to "the bitter end", we can help you make your design creative or even entertaining - just follow our tips, get inspiration or share your ideas with our team to get professional advice for your case.

5 Successful Design Practices

The Magora team analysed the main website footer design trends and choose the best ideas that will help your site stand out among the rest.



1. Minimalism



Source: awwwards.com

"Simplicity is an extreme degree of sophistication," according to Leonardo da Vinci. An overloaded footer is not always informative. Try to focus on one or three elements and stick to a minimal design. We offer such a combination: a copyright icon, a logo and social media network buttons. This way you protect yourself from plagiarism, attract attention and steer page visitors in the right direction. It's simple.

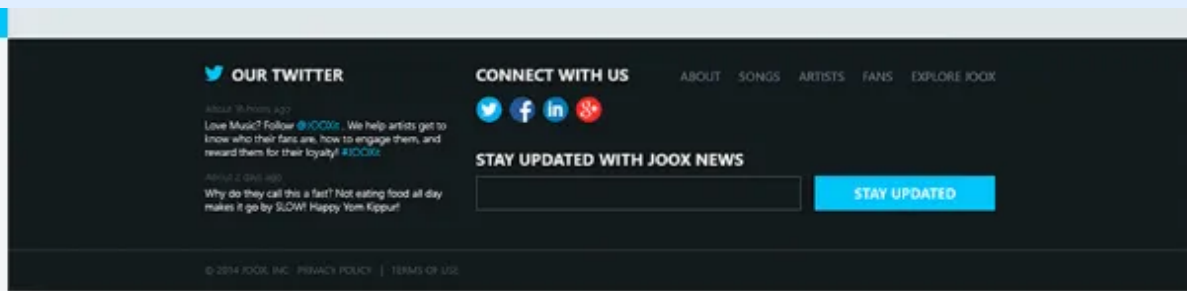
2. Site map

PRODUCTS			
APPLIANCES	AUDIOVISUAL	CAMERAS	ENERGY
OVENS	TELEVISIONS	VEHICLE OBSERVATION	NET-ZERO SOLAR
RANGES	ENTERTAINMENT SYSTEMS	ACCESSORIES	INVERTERS
COOKTOPS	NAVIGATION SYSTEMS		CABLES & INLETS
MICROWAVES	AUDIO		ACCESSORIES
DISHWASHERS	ACCESSORIES		
REFRIGERATOR			
FIREPLACES			
SMART BATHROOMS			
SERVICES	OUR STORY	SUPPORT	MEDIA
NET-ZERO	OUR STORY	LOCATE A DEALER	
DESIGN	GLOBAL INFRASTRUCTURE	GET HELP 	
ROBOTICS	WORK FOR US	REGISTER PRODUCT 	
		MANUALS & DOWNLOADS	
		CONTACT US	

Source: [furrion.com](https://www.furrion.com)

Site maps are underestimated because very few readers click on them. In contrast to the minimalist approach, such footers perform very different functions. If users can't find what they're looking for, search engines will find it for them. A volumetric footer allows Google to better index pages, which takes you one step closer to a higher search result position.

3. Contact Form / Newsletter and Social Networks



Source: behance.net

When it comes to contact forms, we at Magora adhere to three positions: top right, bottom right and bottom centre. Make sure the link leads to the contact form and not to the pop-up window for sending mail. In general, try to avoid links to email - they attract spam.

Another secret of attracting users is a module for newsletter registration. We recommend this function as a design element for online stores. Specify what will be included in the newsletters, as well as how often you plan to send them, and indicate the number of people already subscribed.

As for social networks, some companies appreciate that visitors come to the site from them, while others prefer not to integrate social network icons into the footer for fear of losing part of their audience. If social networks take a strategic place in your marketing policy, make sure the footer on your site contains icons that reference them.

4. Call to action

Let's talk about your product

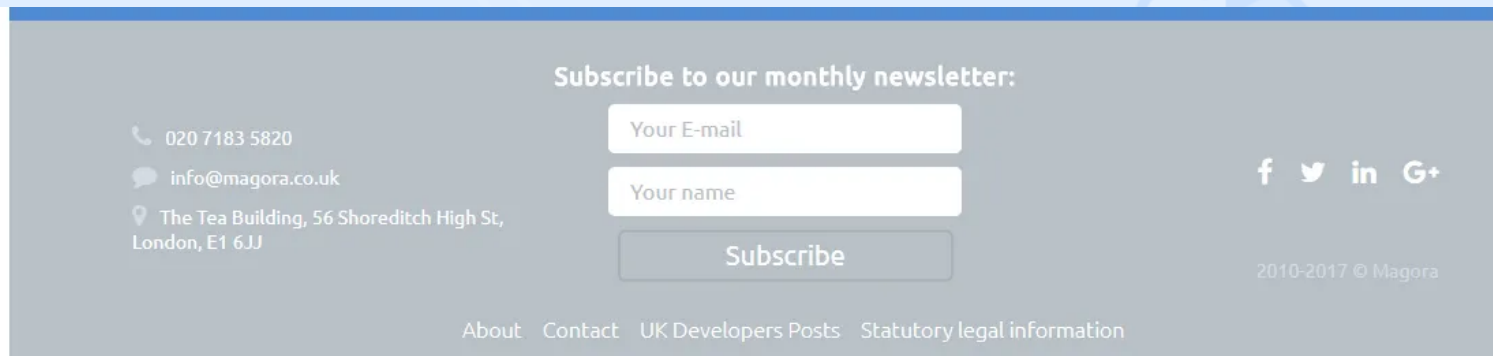
name	email	phone

send

Source: dribbble.com

Drop us a line! We invite you to collaborate. Leave your phone number and we'll contact you within an hour. A simple but catchy call to action in a footer, combined with a newsletter or contact form, can help you increase the conversion rate. Make sure it's clear and comprehensive. Remember that readers don't want to bother learning how to do this or that action.

5. Contacts, phone, address



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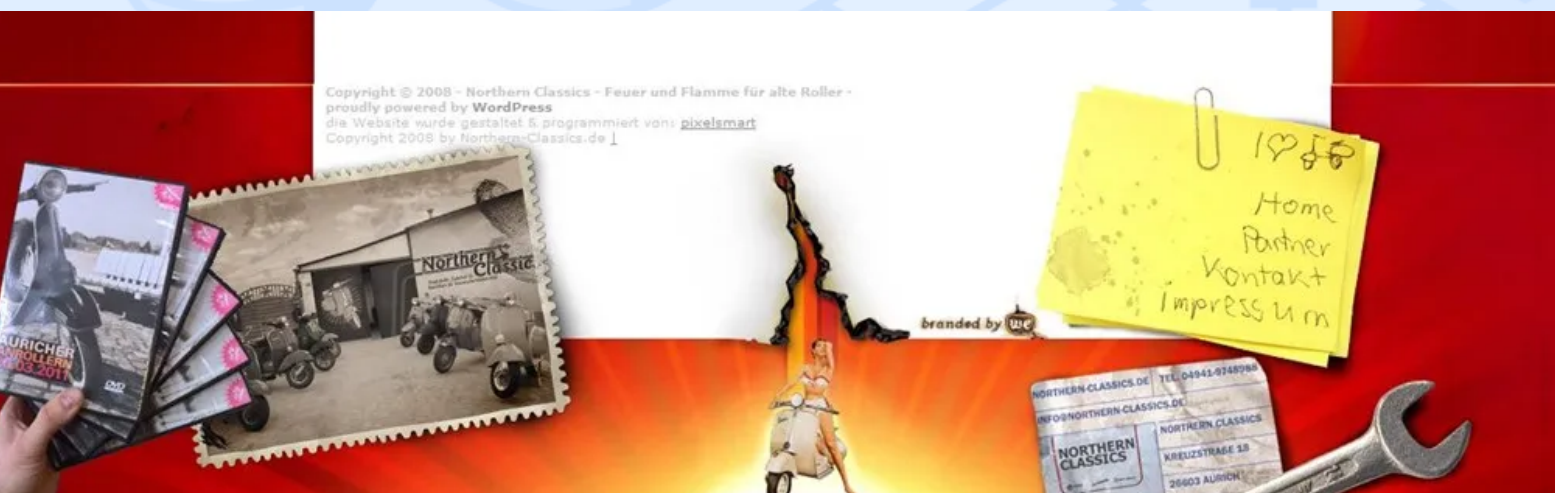
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Contact information - this is what anyone expects to see in the footer.

A phone number with a country code helps search engines determine where you are. Make each link clickable so visitors to your website can dial a number or send letters with one tap on their smartphone.

How to Create a Good Footer



Source: www.nothern-classics.de

Have you found a great idea for your website's footer? To prevent problems in implementing this idea, draft a plan outlining what you want to see at the bottom of each page.

1. Identify the Main Elements

- Reconsider the structure of your site and decide where the footer should be located; select a template.
- Make the footer responsive to the mobile version or application.
- Make it unique for different pages - for example, add a map to the [Contacts](#) page.

2. Design a Footer Space

- Determine the size of the footer and the number of sections and columns and arrange them according to priorities or standards. For example, contact information is usually placed in the centre or right-hand corner of the footer.
- Leave the footer at the bottom of the page or tie it with HTML and CSS templates to "fix" it when scrolling.

3. Add Unique Items

- Insert links to social networks, Twitter widgets or the Facebook "subscribe" button.
- Add an advertising plugin.
- Integrate Google Maps or other maps of your choice.
- Support a single style: choose a footer template in [Bootstrap](#) or [WordPress](#) or create a unique one incorporating your business's preferred colours and styles.

Don't rush to apply all these tips to your site. Think about the target audience and act according to their needs, because the footer design, as well as the process of its creation, can vary depending on the specifics of your business. Write to us and let the Magora team help you create the perfect website design.

