

How You Can Create Website That Gets Results!

Year after year people make the same mistake in web design. You can avoid the most common and costly blunders by following these proven tips.

1. DESIGN FOR THE CONTENT

Content is more important than the design which supports it. Users appreciate quality and credibility. Content goes beyond pages and can take many forms: a blog, articles, videos, a FAQ page, or even user-generated content like product/service reviews. When you get this one right, you'll have an easier time later.

2. STRESS ON DESIGN AND USABILITY

Yes, there are some ugly sites that make lots of money; but there are more that don't. Your best bet is to have a web site that's attractive and easy to use. Get out of your customers' way and let them do what they came to your site to do.

3. ENSURE CRAWLABILITY

A search engine cannot index pages that its spider cannot crawl. Be careful with the Flash movies, the complicated DHTML and javascript, the robots.txt etc.

4. USE HIGH QUALITY PHOTOGRAPHS

When you are selling and need to showcase products, use the best quality photographs you can. User can not touch and feel your product like the may be able to in a store so detailed close-ups and large images help. Use screen shots for service or software.

5. AVOID THE UNNECESSARY

Blinking text or flashing colors are annoying. If that is the only way you think you can direct the user you are doing more harm then good. Music should be controlled by the user at all times. If you have content that starts automatically this can deter someone to leave, instead have the user control the experience by being able to start or stop music or video.

6. STAND OUT

Separate yourself from the competition as early as possible. Discover, isolate and dramatize all the reasons for doing business with you instead of someone else.

7. STICK TO STANDARDS

Following W3C standards for the web pages. This ensures that your website is visible across vast variety of devices and helps people with older people to browse your site more easily.

8. MAKE IT SOCIAL

Meet user's expectations by enabling connections through social tools. In order for your website to get promoted socially ensure it has features like commenting, rating & reviewing, send to friend, sharing, subscribing and bookmarking.

9. KEEP CURRENT

Web design is more scientific than creative arts. And like a fast moving science, it has discoveries daily. To keep up with it all, you need to spend time everyday and read it. If you do not have time, read the next tip:

10. USE SPECIALISTS

If you don't have the experience, go outside. Do NOT go an inexperienced, cheap agency. The reason is most agencies don't understand web design and, about all they can do for you is help you lose your shirt. The best choice is a affordable web design agency with a proven track record.

We Can Help You

Indus Net Technologies, hire-web-designers.co.uk, is talented and experience web design agency. We have created result getting website for clients across the UK and we can do the same for YOU, too.

Test Us!

Let us work on your website and an unconditional money back guarantee basis. You will be happy with the results or you lose nothing. Call us or send an email to receive a personalized, no-obligation and free quote.

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