

Corporate Web Site Design Just Got Cooler

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Sample of Content:

Use your common sense. Web Design is here to stay.

Content:

Do you remember how corny websites looked in the early 90's? Back then, most corporate websites were just online brochures with basic graphics and text. Did they work back then? We could say yes, but compared to today's standards in web site performance we should probably answer in the negative. Corporate web sites in the 21st century have grown way beyond basic pictures of the employees, the mission statement, phone number, and email. All of those elements are still included in modern websites (except the pictures of the employees, some of them are scary!) but the evolution of the internet has made it the media of choice for corporate audio and video presentations. Such marketing was impossible to imagine back when the fast modem ran at fourteen kilobytes. What corporations spent on their cheesy websites in the 90's is the same price that buys a high powered flash presentation website with contact forms and scripts all built into the site. Companies can now assume more control of their site content with easy to use content management systems, blogging, and the YouTube

phenomenon. YouTube has made uploading and sharing web video easy to do, and many other sites are following the trend, adding their videos to the most visited video web site in the world. Broadcasting is also now in the hands of anybody with a blog. The invention of RSS (Really Simple Syndication) feeds has made it possible for every blogger to become a news broadcaster, implementing podcasting for internet radio and video podcasting for online television. Suddenly it is no longer cost effective to buy advertising on major television networks since you can syndicate your own content and broadcast it all over the world with services such as Feed Burner. Programmers come at a complete bargain as freelancers thanks to websites such as elance.com, guru.com, scriptlance.com, getafreelancer.com, and rentacoder.com. These services put corporations with special programming needs in touch with bargaining freelance programmers from all over the world. Working with them is no riskier than hiring somebody your company found in the yellow pages, since you can choose who you want to work with by the feedback they have received, by how much they bid, and since your payment is held securely in escrow until you are satisfied with the job. Many companies can buy professional turnkey sites for less than the price of a tank of gasoline from blowout sale sites and auction sites such as eBay.com. Generating traffic to your company website is also affordable by creating affiliate programs that only pay for results or pay commissioned sales. Companies no longer need to waste money buying banner impressions or text links since they can have an army of internet marketers working solely on a pay per performance basis. It is also inexpensive to launch a pay per click marketing campaign with Google Adwords or MSN Adcenter in a matter of minutes, bringing a stampede of visitors to your web site the same day you start advertising. Corporate web design and marketing today makes it possible for tiny startups to have huge success overnight.

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Terry Fitzroy is a professional writer specializing in [corporate web design](http://www.graphics.net) and [flash website development](http://www.graphics.net) To learn more about Professional Web Design visit Graphics.net