

WEB DEVELOPMENT AND WEB DESIGN

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Sample of Content:

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Content:

Website development can be a time consuming process. However, web design can come out constructive and creative if done effectively. Website design requires certain skill sets and observations that yield guaranteed results. Certain things to keep in mind during website development are as follows:

CSS utility for text upto 12px can be best suited for reading purposes. Bullets can increase visibility and interest in your web content. Remember, web development can be effective only through creativity. Like bullets, boxes, paragraphs, sidebars, etc enhance visibility of the website. Clusters increase quality traffic. A logo on your website can result in branding and individuality. The content is supreme and sticking to the point is an absolute need. Make navigation easy through minimal flashes, images and graphics. Easy uploading ensures easy accessibility. Images must be used judiciously and some space must be saved for the description around them.

These are the key essentials for web design/ website design. Web development calls for basic knowledge of technical aspects like designing and content aspects. Graphic designing must be done after all the pros and cons are looked into. Several times, excessive images or animations increase the upload time for the web pages. This can seriously shoo-away traffic. The opportunity cost will go to your competitor. Website design must be judiciously used and web development must be optimum. In case your website becomes well known and you get many advertisement requests on your website, do not let the website design deteriorate with excessive advertisements.

A sitemap on the website provided during [website design](#) can be of immense help. The sitemap can ensure that the links are clearly mentioned on your website. This will also help you in case of search engine optimization crawlers.

Colours are an important aspect of website design. [Web development](#) stands incomplete without the use of the required colours. Best matched colours can generate use interest into your website. The first impression is obtained through colours and font quality.

When you sell products, the registration must be minimum and easily available to the user. Email id, contact number, address and credit card details can be enough at times depending on the product as a part of web design. Many times users move away due to a marathon registration process. Only those details required must be present. Otherwise, users will only be tempted to move to another website. Also place your website name on every business card, advertisement, mailer, brochure, etc. Web development is only the first aspect. Marketing is certainly challenging too. Website development includes participation in communities and groups on social networking sites, blogs, etc to advertise your products and maximize your reach.

Web development must enable user participation and engagement through interesting surveys, prizes, contests, newsletters, feedback columns, &ask us’ columns, etc in order to ascertain quality traffic on your website. The website design professional must also check from time to time if the links on your website are functioning or not.

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About the Author:

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[ECommerce web development LA](http://www.apexglobalsolutions.com/ecommerce-development.php), Content Management System, Web Site Maintenance, Logo Development, Company Brochure Design, California Marketing Agency Branding Firm, Search Engine Optimization Los Angeles, Multimedia Development.