Web Design Trends: How to Make Your Web Site More Marketable by Darryl Hilde

Article published on May 29th 2012 | Business

A web designâ€™s significance lies in the creation of websites that can continue to appeal and are highly usable. With the recent developments in web design, there are trends that businesses can check out before starting their own site.

Social mediaâ€™s importance continues to influence web design, and designers often integrate the created sites to Facebook and Twitter pages. The visual aesthetics and functionality of some designs are inspired by social networks, as web designers fashion their sites with the social media users in mind. Experts predict that social media networks will soon feature services to enable users to create their own websites, which is a step-up from customizing user profiles or pages.

Another trend is in the design - how the website appears and the elements that are most noticeable in the page. For the year 2012, expect more circles, ribbons, grids, vector art, and flash elements on websites, as used by fashion-forward designers. This growth in mobile usage has also prompted designers to create more responsive sites.

Mobile browsing has also grown in relevance in web design. With more mobile internet users, web designers have developed sites that are easily viewable for smart phones and other hand-held devices. This means more responsive graphics and better quality images even on smaller screens. The overall trend is to make designs compatible to any handheld communication device.

Web designers continuously incorporate search engine optimization (SEO) techniques in their concepts. Internet marketers have recently put a greater premium on a websiteâ€™s visibility than on the content of the pages to outrank other websites in search engine results. SEO techniques have grown beyond linking sites to keywords with the development of image search optimization.

A word of caution: with trends ever-changing, a fashionable layout can win your site some fans today but can make it look passÃ© once another design movement comes in. Your overall web design should represent your service so donâ€™t focus too much on trends on design elements. Rather, consider the bigger picture and create a site that can truly build your brand identity and outrank local competitors.

These are just some of the things to consider; remember to keep an eye on trends you can use to your advantage. When in doubt, hire a web designer or an internet marketing specialist to come up with bolder web designs that can easily outrank other websites. For more information, you can visit netmagazine.com, webdesign.tutsplus.com, and webdesignledger.com

Article Source:
http://www.articleside.com/business-articles/web-design-trends-how-to-make-your-web-site-more-marketable.htm - Article Side

Darryl Hilde - About Author:
For more details, search a outrank, a outrank local, and a outrank in Google for related information.

Article Keywords:
outrank, outrank local

You can find more free articles on Article Side. Sign up today and share your knowledge to the community! It is completely FREE!