Article Side

New York web design that boosts traffic by Herbert Hansen

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With the internet pervading almost all areas of our personal and professional lives, individuals, businesses and organizations who want to boost their presence in the cyberspace rely on personal and business websites. However, owning a website is not enough unless you have an appropriately designed high quality website capable of sustaining high traffic flow. A reputed New York web design company can boast of the expertise needed for creating the website of your dream.

Your website design helps to build your brand in the cyberspace. Interface design, page layout design, graphic design, user experience design, content management and search engine optimization are the prominent areas of web design.

Features of good quality website

Clean layout design

While designing a website, designers primarily focus on the layout of the web pages. The layout design should make proper use of fonts, white spaces and graphics to improve readability of the content. While choosing a layout, it is advisable to stick to standard three column layout designs. Although, creative designers may experiment with a variety of layout designs, experienced web designers vouch for the workability of the standard layouts. While selecting fonts, it is once again advisable to use the standard fonts that are present on every computer.

Easy navigation

A website is designed from the perspective of the visitor. To ease the browsing experience of visitors to your website, the navigational structure should be properly organized. A website designed to offer high quality user experience has easily accessible navigational links.

Optimize load time

Visitors are easily distracted by websites that take a long time to load. With a wide array of designing tools available for creating attractive websites that tend to increase the load time, optimizing the load time is a highly challenging task for most web designers. Minimizing use of graphics, scripts and flash are common strategies for improving the performance of websites.

Suitable for all screen resolution

To increase traffic to your website, make sure that the layout of the website is suitable for all types of screen resolutions. A website that is visually appealing to every visitor can easily attract a larger number of people browsing the internet in search for information relevant to your business or organization.

Compatible with major browsers

To maximize traffic to your website, in addition to attractive layout and low load time, you need a website design that is compatible with all the popular browsers including Internet Explorer, Google Chrome, Mozilla Firefox, Safari, Opera and Netscape.

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