The Basics of Creating a Professional Web Site Design by Staci Burruel

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In this Information Technology Age, itâ€™s an unspoken necessity for a company to put up a website. With millions of websites on the Internet that can overwhelm the average web surfer, what is a company to do? It can create a website that will stand out, attract readers, and increase hits through the skillful use of Internet marketing techniques like a good web design.

Web design refers to the creation of a website for a businessâ€™ product or service. Most websites contain text, photos, graphics, videos and even music that promote the business. Links to other pages or websites can be placed in the site for the web userâ€™s navigation. When you design a website, make sure it can be easily searched by both human or your prospective clients; and non-human browsers or the search engines.

Before you build your website, you should have a basic understanding of how web users think and navigate the Internet. A typical web user types a set of words in the search engine which can give the most relevant results. When results are listed, the user scans the first item on the first page for the most relevant or interesting link, and opens it. He scans the website displayed, which he either reads further, or closes if he does not find what he needs. He then goes to the next item on the list, and to next, in terms of relevance and interest.

Since information overload is common in the Internet, web users usually just scan or read through a website. Or they may just view the photos or videos instead of reading the article that accompanies it. Make sure your target audience can easily deduce the text of your website from your headlines or find your photos and videos interesting.

Now that you have the attention of your reader, check your article content. The information in the article should be interesting, concise and easy to understand. The font style and size are also important. If youâ€™re not sure which font you should use, you can hire a professional web site design expert to help you.

With the headlines and article ready, prepare the layout of your website. Position your text, photos and other visuals in a way that will interest readers and draw them to notice and read your site. Your website design service provider can assist you with the color scheme and layout of your website.

You can find professional website development services on the Internet. You can also ask for recommendations from friends in the same business for a web design service provider. If you want to read a summary of doâ€™s and donâ€™ts in web design, check mason.gmu.edu.

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