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Web Design and Internet Marketing: Know the Basics by Sage Aumick

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These days, it takes more than just building and updating your own website to establish and sustain online presence. Businesses need to reach their target audiences through effective Internet marketing methods to increase the number of site visitors. A lot of websites rely on search engine optimization (SEO) techniques to increase their popularity on the web, while most focus on web design to enhance the efficiency of their Internet marketing strategies.

Web design is a lot like architecture since it merges practicality with aesthetics. It keeps visitors interested long enough to learn more about the company by ensuring an informative, intuitive, and user-friendly layout. To achieve this, a website has to conform to certain principles and techniques.

For instance, the visual or aesthetic design of a website is something people are most familiar with. A site must have a unified color scheme and strike a balance among various visual elements. The typography and layout of text on web pages must also be easy to read.

Note that visual design and typography can heavily depend on the nature of the web content and its target audience. Regardless of content or target audience, however, websites typically have plain typefaces and adequate font sizes. Meanwhile, decorative typefaces are mostly reserved for headers and occasionally for hyperlinks. In any case, web designers employ typefaces that the average reader will find easy to discern.

Companies that offer web design Salt Lake City webmasters need also adjust various sections of a single web page to make the site more navigable for users. Most websites have a main menu on the top or side of the page with a link at the bottom to lead users back to the main menu once they have finished scrolling through or viewing the contents of the page.

In any case, the type of web design Salt Lake City businesses require should make websites user-friendly. This means that apart from ensuring easy navigation between pages, all hyperlinks must lead to the relevant pages that contain information users need. Users therefore find the site helpful and will keep coming back to it.

To come up with effective website design Salt Lake City companies simply must have, web designers must of course possess knowledge of codes and the latest design techniques. They also need to devise user-friendly interfaces that enable webmasters, even those with basic knowledge of computers, to update web pages. For more information, see SixRevisions.com.

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