Article published on April 17th 2012 | Software

Websites can be made for any type of purpose. An individual can create it for showcasing personal profile whereas a business owner might get it done for marketing the products and services of the company. The design and development of a site is based on the type of domain it will be serving to and the type of audience which will be targeted. A personal site may or may not require applications to be integrated whereas a business site will always allow for this. It is because their prime aim is to convince the customers to buy services and this can be done by providing excellent user satisfaction.

For making a website for any business enterprise, keep in mind that it should look completely professional without any flashy or bright designs. Such types of websites are always plain and sober with a single color based theme. The stress is put on the content which is used to represent the products and services of the company. A simple design should be implied with lesser use of JavaScript or Flash. A feature provided with JavaScript or Flash increases the loading time of the site. This in turn largely affects the traffic because no visitor would like to wait unnecessarily for something which could also be accessed on some other page in search.

Including too much of JavaScript and Flash is also not suitable from SEO point of view. It is said that the sites which are filled with keyword rich text are more liked by the search engines than the sites with less content and more special effects. The crawlers feed upon text only and by that they judge the theme of the site. Thus, make sure that you do provide the search engine with quality and informative content so as to support its process of indexing you in the results. The quality content on a webpage is the key to efficient SEO services.

The look and feel of a website is very important to attract customers. It should look extremely professional and soothing to the eyes. The colors on the site should be used in a proper and planned way. If possible, there should be only single color scheme applied on every page. This makes the user recognize the brand and also becomes much more familiar. The color scheme should go well with all the web solutions which are included on the web pages. The color matching should be checked and the choice of color should also be sober and not too bright.

The main aim of your website would be to provide user satisfaction and for this, the site should have clear navigation and neat layout. A user should never get confused while browsing through your site or she/he will never stay for a long period of time. A sitemap should be provided too. It helps in knowing every part of your website and supports better browsing. If you are implementing any type of design features on your website then you should implement it with the help of CSS. They are easier to use and also reduce the loading time of site. If you want to get cheap and affordable services in this, you can always hire offshore software development companies which are experienced and qualified in providing these services.

Article Source:
http://www.articleside.com/software-articles/fundamentals-of-creating-web-solutions-for-business-enterprises.htm - Article Side

Jon - About Author:
The writer of this article is associated with SCMS which is a leading a offshore software development firm. SCMS has been providing a SEO services. To different sectors and is well known

for offering a web solutions as well.

Article Keywords:
Offshore Software Development, SEO Services, Web Solutions

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