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It is your website on internet which will convert visitors into prospective clients. It is the job of a designer to implement ideas in such a way that they compel the user to take up your services. The website serves as your online office and it should be designed in an excellent manner but yet very simple and smooth. The about us page of your site will tell the users about yourself and the skills you have got in your company. The internet has evolved and changed the way of things that used to flow and the clients now find out about you by seeing your website.

Understand your Visitors

You must be fully aware of the kind of traffic you will be attracting towards your site. It should serve your visitors in the right way and be fruitful for them. An analysis should be made about the kind of projects you will be taking up or the services you are planning to provide. In addition to that consider the particular region you will be going to target. This will help you know if you want to run a small business or if you are willing to expand its reach. Although internet is the best medium to target customers globally but a plan should be devised for making things flow in a smooth manner.

Show your Skills

The reason due to which a client lands on your page is to check if you have the desired skills and services which can be beneficial for his/her business. Therefore, it is very important to present your skills in best possible manner. Think like a client and keep in mind all the issues that may arise while browsing through your site. Address each issue step by step in descriptive manner which is capable enough to keep the visitor glued to your website. If this happens then there are chances that the visitor might turn into a prospective client. Support your information with real life examples and experiences because they are much more convincing ways.

Enable Trust through Testimonials

Have you ever tried asking yourself that what will make your visitors develop trust in you? It is your goodwill in the market which will add to your credibility. You can show this by posting testimonials from previous clients whom you have served in the past. Testimonials about your website design services will instill a trust in your visitors and they might end up buying your services. Include your qualifications and link them with your products to show your skills. Donâ€™t make it like a resume but keep it more professional and straightforward. You can also include a bit of personal information if you feel it is desired.

Add Supporting Pictures on Web pages

It is very important to support your information with relevant pictures. For example, you can post screen shots of past software development services to let the viewer have feel of the kind of services you offer. Even on the profile page you can add a picture of yourself to let them know who is behind the organization. It has been seen that a snap supporting the content is very effective rather than just plain text. Every human being has strong photographic memory and this why posting some snapshots might be helpful. It will also enhance the trustworthiness of your site.

An Easy â€œContact Usâ€• Option

It holds utmost importance in your website. If you are providing any kind of services then you must

always use a readily available contact us form on the site pages. Every web solutions provider knows the importance of contacting details. It is the gateway through which you will be getting queries. So, never compromise on this one feature to let things flow. Many site owners think that obviously they will be adding contact information but the point of concern is that how do you make it available for the visitors? For this reason allow the visitors to contact you from any page by a single click. No one would be interested in going through a number of pages for just getting a quote from you.

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The writer of this article is associated with SCMS, India which is a leading a software development services provider. The company has been providing excellent a website design services and a web solutions for various sectors in the industry.

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