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Using New Resources for Better Business Web Development by Bob Andrews

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Successful business web development can be a complex and often confusing process. In order to make sure that your business's website is bringing in visitors and converting them into customers, you'll have to regularly update your offerings and monitor your traffic on an ongoing basis.

Fortunately, business web development can be fairly easy if you're using the right tools. One concept that many professional web development companies are exploring is to take a proactive approach with web visitors through the use of website chat software. Chat software is advantageous for a number of reasons and can provide a quick way to boost your web business.

Using Website Chat Software for Web Development

Of course, in order to be considered effective, web chat software needs to be properly implemented in to your site. It should compel your visitors to start chats without distracting too much from product description pages and other web content. Many software developers will be able to help you make necessary design changes that will highlight your new chat features. You should use large buttons to attract your customers' attention, but make sure that all buttons and graphics are in line with your page's overall design aesthetic. Likewise, you'll have to make sure that the new features don't interfere with your website's load times, as load times are extremely important for SEO reasons.

Once your chat software has been installed, however, it will start providing a return on investment. Your customer service team will handle more questions about your products and your conversion rate will likely increase. Many search engines also see web chat capabilities as a benefit for SEO purposes, as web chat offers visitors a new means of communicating with a business's customer service team and anything that improves overall website functionality will also improve search engine ranking.

Other Ways to Develop Your Website with Chat Software

Web chat software can also be used to evaluate the overall appearance and functionality of your website. Most chat programs offer users the ability to make post-chat surveys, which can include questions about how effectively an online product catalog was in helping web visitors find what they were looking for. Your post-chat survey might also ask general questions about the web experience, providing you with valuable feedback that can be useful in determining weaknesses and strengths in your site.

You can also use the tracking capabilities of your chat software to monitor the popularity of pay-per-click ads and promotional pages on your website in real time. If a chat program offers advanced tracking functionality, you may even be able to watch your customers in real time and request a live chat if they seem to be lingering on a certain page for an extended period of time. By paying attention to your visitors, you can get a good idea of the overall health of your web page.

Why Finding the Right Software Is Important

Traffic analysis and well-implemented website chat software features can give your business website some serious advantages over competitors. Be sure to research your options before selecting a product, however. Know how various features work and make sure that you're investing in a long-term product that will help your customer service team address customers. Full-featured web chat programs can be an important tool that can help your business take its website to the next

level, resulting in better business almost immediately.

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Bob Andrews - About Author:
Separating fact from fiction when it comes to online communication and technology, Bob Andrews is a self-professed geek and author who writes on a variety of topics including a website chat software. Always looking for the highest quality information he usually looks to the experts at a http://www.liveperson.com.

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