



Article published on June 30th 2012 | [Technology](#)

Designing is a vast field and sometimes while taking care of navigation, layout, structuring, typography, and color schemes, we forget to pay heed to other design ideas that could make a great difference if used wisely. Seasoned designers wouldn't refute importance of such points and most of the times manage to include them but if by any chance they forget, you must be familiar with them to request consideration. So, these are the design points that could make a great different if considered by your best website design company.

Newsletter Subscription

Newsletter is considered as one of the most efficient way to keep in touch with the customers and also inform them about new product introductions and changes. For direct marketing too, newsletters come pretty handy. Web users visiting your website could be given the option of subscribing to newsletters to get information in their email boxes. However, one needs to be cautious about automated system of subscription, for web users usually do not prefer receiving emails which they never signed for.

Comments Section

Comments serve the dual purpose of receiving feedback directly from the users and bringing the content closer to user generated content. Search engines give great importance to user generated content and comments especially help in making the post popular. Comments section has a great importance for news and information based websites. So, if you are planning to hire web designers, request them to include comments section to make the content more communicative. However, keep the section only where it is relevant.

Google Map

A number of businesses are integrating Google Map tool in their websites to help their customers in locating them. Google Map is rich in features and could be used in different ways to enhance the usability of the website. Distance Calculator is another feature that helps users in calculating the distance between their location and business address.

RSS Feed

RRS Feed helps websites in sharing content with users. If the feature is present in a website, then through it, users can share and find the content. Through RSS feed, users can also subscribe to the updates that are made in the website. The additions are mailed to the subscribers email address. It is also a big name when it comes to social media sharing. Web design companies are aware of its positives and usually include the feature in their products. But if they forget somehow, do remind them!

Latest Content Button

If a visitor is regular to your website, then it means he likes the content, products or features you have on offer. What he comes back for are the new additions. Therefore, it is crucial to have a latest content or offerings button in your website so that visitors don't have to scour through the website to find new content or material. New visitors also sometimes try to look for the similar button to see what the owners have been up to recently. And if everything there is from the last decade, the battle

is a lot one.

Consider these design ideas and see your web design gain an upper hand.

Article Source:

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Article Keywords:

Website design company, best web development company, web design company

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