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The current era Internet continues to grow as more and more businesses and business start-up look to improve their operations online, and opportunities provided by the Web. If you have a website that is up and running, then that's a good start, but in some cases a poorly designed website can have a detrimental effect, and not get the desired response. This article is to give some fundamental elements to include in your current or newly designed website. The important fundamental elements are as follows.

1. Social Media Integration-

In the current business world every large company has follow the phenomenon that is social media, in generally many globally recognized brands running massive social media campaigns to further raise awareness of their brand, and this companies regular interaction with them. Social media is a great way for a brand to communicate with a target market as brands or products will experience a great deal of coverage for not too much input if it is done correctly. So that's the reason to integrate social media effectively into your website. E.g. your site is website design london awareness is build by the social media. Then your website enhancing credibility and creating brand excitement.

2. Drop Down Navigation

Drop down Navigation is one of the fundamental element, Rather than having all your website navigation in a long list down the side of your website, look to condense them all in to sections that will easily fit into a drop down menu along the top. It will also make your website look fresh and clean, meaning you will not have to cram too much information or too many options into one section of the web page.

3. SEO Friendly Title and Meta Tags-

In the website designers is no point in spending time and effort on a beautifully designed website if no one going to see it? SEO is a part of a wider online marketing and the best place to start is with some SEO friendly title tags. These types of short page titles will explain simultaneously sing researched keywords you know your target market are typing into search engines on a regular basis. E.g. if you are a web designer based in London, then you may want Website Design London as one of your targeted keywords

Meta Tags are the description of your website once it has been found by a search engine. You should look to include all the relevant details of a page in your description which should be about a sentence long. This will enable the user to determine whether your website is the one they are looking for, so make sure that it coherently explains what the page has to offer them.

4. Interaction-

If your website is interact with user then implement pictures, videos and audio throughout the web site, and give them an excuse to stay on your site. Some of the most commonly demonstrated ways of doing this are to implement pictures, videos and audio throughout the website which is relevant to your market. It is ramp up your website. Other things could include informative blog posts, news, newsletters, info graphics, webinars and podcasts. These are just a small selection of the things you can use to stimulate interest from your target market.

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