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Essential skills or abilities of web designers by Avinash Pathak

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Interface space management is what a web designer should excel at. It is as important as space management in newspapers and magazines. Space on the interface of a website is divided between design and content, just as it is distributed between pictures and content in newspapers. In website design, space should not be crowded or congested with either images or text. In newspapers, space is the most precious commodity which is utilized to the max. A good web designer should have a keen eye to dealing with the interface space aesthetically and treating it commercially. Effective interface space management accentuates brand communication.

Research and investigation

Any creative work is valued only if it is unique and appeals. Similarly, a website is expected to have unique look and feel. A website should be designed following a research on various aspects from various angles. A research on effectiveness of the latest trends and techniques is a practical approach to web design. Research is followed by investigation into a specific niche categorizing websites serving the same purpose under a class. How do other websites in that niche look? What is fetching visitors to the sites? How appealing is their interface? An investigation on these issues helps web designers not only design a new website uniquely but also make it better than the rest.

Listening skill

Take a comprehensive approach to design a website. Listening to the client and what he needs is the most essential requirement. A mutual understanding between you and the client results when the clientâ€™s purpose and what the site is aimed to achieve is clear to you. Professional web designers are supposed to create websites focusing on the goals defined or set by the client. Make a list of questions to be answered by the client. It a much-practiced way to drag important details out of the client. Based on the details, you can identify the main purpose.

Self learning

Web design is an ever-changing field much like fashion. It is a sphere of creativity, and creativity is never stagnant. Continual self-learning or self development or skill development is the key to help you walk on a straight track towards achieving the challenging goals. Web design is a concoction of visual design, coding, technology, psychology, and human factors. With the ups and downs in the graph of these factors, web design is a changing phenomenon. Professional web designers keep learning on those factors to update their web design services as per the improvements in the industry.

Search Engine Optimization

Web design and SEO are tuned with each other these days. If website is not search engine friendly in design, it does not come up in search engine results. The design structure should be designed in such a way as to help search engine bots navigate through the site. A search engine friendly website has to be user friendly. A user friendly website has complete menu bar, smooth navigation, attractive call to action and suitable images. web design services should come with SEO knowledge.

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