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Few Steps before Creating a Website by [Paul Yards](#)

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Now a day, the world is changing very quickly and adobe new technologies day by day, everyone wants to save time and moving towards online purchasing. For that reason, big companies bring their products and offer online to customers just because to save time.

Due to this, all small businesses start thinking to come and sale online because people gets cheaper and quality product from online so why they just waste their time to go and shop and day by day more small businesses comes online to increase sales and earn more, even now you can shop your grocery through your iphone.

The world is going too fast and lots of good and bad companies offer web design and development service now a days and people get cheat just because they go for cheaper prices and get nothing but the low quality website.

A website is a face of your business or organization in terms of online, mostly customer can judge you through your website so everyone has to create good looking website with user-friendly features and less load time and of course the home page should be looks pretty good and attractive so that customer can stay and see your page for while.

Attractive design and professional development can increase the ratio of visitors and of course more visitors means more customer, why I said professional development because professional developer know the behavior of search engine and develop your site with the consideration of search engine's policy.

As far as search engines is concern, they plays a vital role to bring visitors on your website in regular bases and for that you have to do search engine marketing for your website, so that people knows more clearly that what is your site and what is your website about.

In search engine marketing, again mostly small business persons goes with cheaper services which is good for nothing, I am not saying this that cheaper means poor quality but most of the time it happens because who can rank your site in 10 20 competitive keywords in just \$100. In search engine marketing, lots of thing to do regarding on-page and off-page both and its quite difficult if you ask any professional search engine marketer.

I just wanted to let people know that start your business with attractive website with professional search engine marketing to grow your business online as well.

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