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In today’s highly competitive era, there are diverse business opportunities both in national and international market which can be explored by any individual or company. But to make it a success one needs to be capable of making its presence felt in the market along with having a wide range of network with people across the world. Even if the business is on small scale it can reach sky rocket success only if it’s ready to tap up vast resources available in the potential market. As the whole world has become a global village, there is need of good marketing strategy and here comes the influential role of internet. In today’s world where internet has become part and parcel of everyone’s life, what can be best than having website of one’s own business as it gives ample scope to develop plentiful business opportunities.

It becomes imperative to design website to project a business and meet up with its prospective clients and edge out the competitors. As such one can see that today every business whether on small or large scales have their own websites which give online information as well as quality service to its customers. The main reason for the success of this strategy is that the traditional tactics of advertising appears to be time consuming as well as their limited approach like the banners, brochures, pamphlets and ad campaigns can cater to very limited market whereas one can exploit the global and international market with one’s own website.

There is a need to follow certain principles to design website as it gives the foremost impression of a company to the whole world. It would be wise to take the help of professional web designers, who can bring into play their skillful knowledge to draw on the respective clientele. It is important to be clear about the aim as well as the target audience for whom it is being designed while creating website. At a cursory glance any individual should be able to comprehend and know about the purpose of website. There should be logical as well as very fine presentation of the complete information of the business. The target should be structural clarity and providing to the point information to the readers. The points to remember when one is contemplating to design website are as below.

Usage of proper font size is equally important as the size of words should be neither too small nor too outsized.

There is need of adequate spacing between the lines

Text should be divided into required number of paragraphs.

The color theme must go with the purpose of the website.

It should be creative as well as appealing to the eyes, like a dark red color wouldn’t go with the theme of health business, similarly a very light grey color won’t match up with the hospitality business. Therefore, its utmost important to choose right color theme along with the background color.

The layout of the website should be planned accordingly such as title, logo and the graphics also.

The website needs to be designed in HTML to make it accessible to the international market.

All the above things if worked out properly would definitely make a website more appealing as well as widely acceptable to domestic as well as International business prospects.

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