Hire an AJAX Developer for Interactive Website Development by Marshal

Article published on June 28th 2012 | Web Design

In the last couple of decades, the genre of online marketing has emerged in a big way. The web is a place where most entrepreneurs prefer to launch and promote their products or services. Internet is a potent marketing tool that caters to an extended community of entrepreneurs across different industry verticals. It is an excellent medium to achieve amazing marketing results and generating leads in a cost effective manner.

For a marketing expert, to procure information pertaining to a customerâ€™s behavior, practice and preference is of utmost importance. Various methods are employed, to procure information about the profile and contact details of a target customer. Leading a visitor on the website to subscribe to the newsletter or urging them to fill a form with their details or feedback is a major way to connect with the target audience. Such information left by the users is very valuable and is used by companies as a basis for implementing promotional and marketing events. To engage with the customer in every possible way, in order to leverage any potential business opportunity is the cardinal rule of marketing.

A websiteâ€™s ability to procure valuable information, about a visitor, in the form newsletter subscription or though an enquiry/feedback form is made possible though web based applications. Today, web based apps has become one of the many integral part of website development. There are various platforms used by developers to build highly robust web applications. AJAX, short for Asynchronous JavaScript, and XML are excellent technologies which is pre-requisite for creating interactive websites.

There are varied attributes of AJAX that enable the development of desktop based web apps. In an AJAX driven web application, all features of a website, be it data, content or the design, are assimilated together in a â€œpicture perfectâ€• manner. Whenever a visitor clicks on an application built on AJAX, he/she immediately gets on the page, without having to wait for the page to re-load. This particular feature of AJAX, makes it such a sought after technology in the interactive website development segment. In order to effectively carry forward with the creation of applications using AJAX, it becomes imperative to hire a dedicated AJAX developer.

One can directly hire dedicated AJAX developers, with rich industry experience and talent, from India or completely outsource the development project to India. There are many benefits to outsource AJAX development to India.

India has a history of several successful outsourcing projects for varied developmental platforms. It is a home to talented developers with adequate experience in the field of web application development. Another advantage of outsourcing AJAX development to India is that it can help entrepreneurs to save nearly 60% of development cost.

To outsource AJAX development to India is a very lucrative option to enhance business output and performance. AJAX is one of the most effective technologies on the web. It is the most popular choice to built interactive web based application. Some important benefits of AJAX platform can be understood from the following points.

â€¢AJAX helps creation of rich, interactive and easy to update web applications that is crucial for extending unique user experience

â€¢AJAX improves a websites usability, thus making it more interactive

â€¢AJAX also improves web-page interactivity

â€¢AJAX is compatible with all web servers and scripting language

â€¢AJAX has greater compatibility between cross-browser and cross- platform

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Article Keywords:
Hire Ajax Developer India, Hire Ajax Developer, Hire Ajax Programmer

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