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How to enhance your website design by Rajkumar Kaushal

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The design of your website is the face of your online presence. Website design makes the first impression on the visitors about your business or company. One of the foremost things about your website is the homepage as when people type the URL of your website, they reach the homepage first. It is important for you to present a brief introduction about your business or product on the homepage. It should be designed in such a way that it lures visitors to browse further within the site. Each page of your site is important and website design should be enhanced to increase its usability.

An attractive website design includes catchy and crisp tag lines. These tag lines should inform the audience about the company and should an idea what the website is all about just by reading them. The taglines should be simple and a part of ever y website design. Catch tagline will catchy he attention of your audience and it will help them to remember you for a longer period of time. website design should also include a title tag that portrays the name of your company with a brief description about the core product. It should not be long enough to create boredom. Moreover, you should avoid using words like â€˜Theâ€™ or â€˜Welcomeâ€™ as these words do not add value to your we will be better if you will use those keywords in the tag lines that are related to your website.

Corporate information about your company should be part of the website design. The reason for this is that visitors are not interested in reading about the company until they are convinced about the reputation of your business. An â€˜About Usâ€™ page should communicate brief information to the audience so that they get an idea about your website. An effective website design is one that has all the links on the homepage so that the visitors can easily access all the details about the company.

Overall, website design should be a guide for the audience, a guide that helps them find a browsing path. It should be a source of a starting point for what they want to do. Make sure that there are clear links to the core areas of the website. It is the content, user-friendly interfaces and catchy tag lines that complete the website design. Once all these things are included in your website, no one can stop you from making your site a success!

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