Article Side
Rise to the Top of your Market through Professional Web Design and Development
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Youâ€™ve seen commercials for instant websites where you choose a theme, add your logo, a little bit of page content and youâ€™re ready to be discovered and earn money online. Realistically, nothing could possibly be further from the truth. Establishing a powerful web presence is a great deal more than a professional website theme and some content.

Coordinating your Objective with your Web Design and Development

A powerful web presence that's created to entice targeted visitors, convert them into leads and consumers and facilitate viral sharing is a critical part of your total marketing approach. The type of website design and development must be matched to your conversion goals and will be considerably different for projects developed and created for eCommerce, company branding, lead generation, advertising profit, directories, online memberships or affiliate marketing.

Web Design and Development of Blogs that Connect you with your Market in Social Media Sites

Confining your web presence to content accessible only on your website excludes a substantial market of social media users who could be joining your list, shopping for products and sharing your information from a Facebook fan page or sales landing page. Knowledgeable business people and entrepreneurs should give some thought to a powerful profile and presence in such social media sites as Facebook, Twittler, YouTube and Linkedin for BTB contacts. By way of a blog optimized with critical keywords and phrases your market is searching, you'll be able to reach even more people, delivering them with teaser content that links to your website or landing pages where they may become your buyers.

Mobile Marketing Website Design and Development

Those individuals who prefer to access the internet through mobile devices including their smart phones and tablets offer a virtually untapped market available for the taking. A mobile friendly conversion of your website permits them to readily search and find your information, order your products, bookmark and share. This trend is hot and at this time, a lot less competitive.

Approaching Email Marketing Conversion

Most business owners don't recognize that the greater part of their income is in the list as mailings and autoreponders drive serious prospects and customers much deeper into the marketing funnel where conversions are far more likely to occur. A crucial aspect of your internet presence is the email marketing template that frames your eNewsletters and single message mailers.

Projecting your Brand Identity in your Web Design and Development

As you get through to more of your market by way of web design and development for your website, blog, Facebook fan page, mobile marketing devices and email marketing, consider the importance of your brand identity. Is there a coordinated look and sense that is distinctively yours - something that includes your logo, colors, artwork and content which mirrors your mission, purpose, market, trustworthiness and integrity? Do you make it simple for visitors to locate your social media presence and subscribe to your eNewsletter list? Only a professional web design and development firm can meet this goal. If you believe you can copy design elements of an instant website theme for

use on sales pages, Facebook fan pages and a blog, you would be violating terms and conditions that forbid your use of copyrighted artwork in other projects.

Effective Website Design and Development

A crucial part of highly effective website design and development is the positioning and formatting of components and how they display on the screen. Of course, this will be quite different depending on the monitor resolution and device where your information is viewed. Essential elements such as headlines, key video and subscription forms ought to be positioned toward the top and above the fold for websites, laptops and tablets. The design should be appealing, simple to follow with a lot of white space around images, text, video and forms. Website navigation and footer must be consistent on every page with web conversion design components that decrease scrolling without limiting essential content. The content must be logically ordered and should close with a powerful call-to-action that is very clear, simple and convincing.

A Professional Web Developer is the Only Way to Go!

Trusting your internet presence to a novice may save you money but will waste your time and create frustration and discouragement as your site sits among countless others in cyberspace that get no visitors or conversions. Prior to the age of the internet, it was impossible to make money without a tremendous investment in money and time but that is no longer true. Rise to the top of your market by making a minimal investment in professional web design and development. Combine this with marketing techniques determined by trends and proven practices and you will achieve what most others will only dream about.

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