Article Side

Search Engines Friendly Website Design by Dave Taylor

Article published on January 18th 2012 | Web Design

In this marketing era, search engines play a vital role as far as online marketing is concerned. It has been estimated in various surveys that 80% of visitors come to a site through search engines such as Google, Yahoo, MSN Bing along with many other search engines. Thatâ€™s why you need to design your website in search engines friendly way. At the same time, it should also be user friendly. Even, search engines give much prominence to the site which are designed in user friendly way. Sometimes, website is made using heavy graphical elements such as Flash animations, images, audio as well as videos which is not ideal for either users or search engines.

The site load time is more in case of using graphical elements which is a negative factor from usersâ€™ perspective. Search engines donâ€™t like heavy usage of graphics as their spiders or crawlers find difficulties in visiting the site. The other important thing which is considered in SEO (search engine optimization) is Copywriting. You should not use any kinds of images, videos or animations which are copyright protected. If you want to use them, you have to take permission of authorized person or organization which has copyright of the materials. If you use copyright protected graphical elements or anything else without their permission, legal actions can be taken against you.

If you have no any idea about copyright protected materials and want to design your website uniquely, you should go for a reputed web design firm who has been providing the services successfully for many years across the globe. These reputed firms have professional copywriters who help their web designing team to use original and ethical graphical elements in terms of images, animations as well as colorful text along with many others on the site so that there could not be violation of copyright act law. Thus, professional copywriters will help you to design your site uniquely.

In case of multimedia websites, itâ€™s not possible to use a few graphical elements like other normal site, industry specific site or ecommerce website. In such scenario, graphical elements need to be optimized so that it could be load instantly and take less time to open. For this, there are various kinds of image editing software available and they can be used as per the requirements. These kinds of software are used to remove the information that is not necessary to the image, thus, their file sizes are reduced and it loads quickly. You should always consider these things to make your website search engines as well as users friendly.

Article Source:
http://www.articleside.com/web-design-articles/search-engines-friendly-website-design.htm - Article Side

Dave Taylor - About Author:
Virtual IT provides expert service in custom programming databases, ADP, CRM development, shopping carts, A HREFhttp://www.virtualit.com/arizona_web_design.php>website design/A> and more. At Virtual IT, our passion is to give you the tools that allow you to focus on what you do best - growing your company. A HREFhttp://www.virtualit.com/>Phoenix Web Designers/A>

Article Keywords:

website design, phoenix web design, shopping cart, custom programming, databases, hosting, seo, crm development, adp services

You can find more free articles on Article Side. Sign up today and share your knowledge to the community! It is completely FREE!