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SEO Friendly Drupal website with PSD to Drupal Conversion by Justin Spencser

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Since its inception, Drupal has always been able to attract people to choose this platform to host their website for thousands of different purposes. Drupal has undoubtedly won the accolades all across the world due to the flexibility and ease it offers to build a website. Further, the enhancement modules that come along with the publishing platform have also encouraged people to choose Drupal as their website publishing platform.

PSD to Drupal Conversion is one of such enhancement methods that ensure several benefits to a Drupal Website owner. PSD is a design or layout that you prepare in Photoshop. When you host your site using Drupal you do not have leverage to customize the layout of the websites as you have to chose the theme, whatsoever available with the platform. But by PSD to HTML/Drupal Conversion, you can not only customize the theme but also take advantage of several other benefits guaranteed by the conversion such as easy navigation, simple user interface, proper presentation of content i.e. text, images, videos, etc. and pixel perfect web pages. You design any theme in Photoshop and covert the same in HTML and then integrate it with your Drupal site.

Search Engine Optimization is one the most crucial factor in online business. Whatever your purpose of hosting as website is, you need your site to be searched as â€˜top ranked websiteâ€™ on search engines. This is the most important way; you can attract traffic to your site. There are various tools and techniques, which are followed and practiced to make this happen. PSD to Drupal Theme conversion is one of such methods that allow you to boost the SEO friendliness of your site overnight. Basically, the conversion opens several possibilities that increase the visibility of the site on search engines.

Here are the â€˜search engine optimizationâ€™ advantages of PSD to Drupal conversion:

W3C Validation: The World Wide Web Consortium (W3C) is the organization that sets standards for World Wide Web. While converting PSD theme to Drupal, you can follow all the rules and regulations listed by W3C to standardize your site. It will automatically increase the credibility of your site. All the search engines like W3C validated sites. When a person will search for a particular keyword on search engines, your site will appear in top results due to the W3C validation.

Cross Browser Compatibility: If your site is not compatible with a particular browser, you are sure to lose customers that unfortunately using the same browser. Isnâ€™t it? So, it is very important for you to ensure you site is compatible with all the major browsers available and can be viewed on the same. This way you will not customers, who actually looking for you but could not connect to you due to some Cross Browser Compatibility issue. When you convert PSD to CSS/Drupal, you can take care of this issue and ask your Drupal Developer to test your site on all the browsers before you go live.

Semantic Coding: Semantic Coding is nothing but a process to organize the content of your site in systematic HTML language defining all the tags and meta tags that allow search enginesâ€™ scrollers or spiders to find the content immediately thus raising the rank of your site.

Clear Look: PSD design to HTML/Drupal ensure clean and neat look of your site that may not directly a SEO benefits but it surely helps your site stand apart in the crowd. And the sites, which are unique, are preferred by search engines. It allows you to carry a consistent appearance of your site, which can be customized any time, you wish. Through this process, you can change the positioning of the content frequently, which is again considered to be a good move in terms of Search Engine Optimization.

So, PSD to Drupal conversion make your site user-friendly and enhance its functionality to another level. It allows you to integrate several other SEO modules with ease, which are available with Drupal.

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