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The Three Biggies of a Website by Rajneesh

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A website has so many crucial elements that sun might probably set before finishing all of them but there are three biggies that are distinct because of their prime importance in making a platform literally alive! Absence of any of the three makes it hard for the website to establish itself. Renowned website design companies sees to it that they score in these three crucial areas. So, without further ado, letâ€™s head straight for the three biggies.

Design

If a website had been a living body, design would surely have qualified for the tag of â€˜heartâ€™. Design one of the most crucial elements of a website without which making a visitor stay could become an uphill task. Design forms the layout and structuring of the website and being a vast field, it also includes navigation, color schemes, code validation and systematically arranged content. A design needs to be simple, user friendly and yet awe aspiring. Too confusing design only baffles the visitors. Therefore, to engage a visitor, good designing is a must. Consulting a wed design company could be good idea for starters not familiar with the A B C of designing.

Search Engine Optimization

If design qualifies to be the â€˜Heartâ€™ of a website, SEO surely makes the â€˜Brainâ€™. Coming up wi awesome design is not enough; one needs to use SEO tools and techniques to bring in the traffic. Without SEO, there is a fair chance of the website to get lost in the jungle of web. Agreed that design too helps a firm in getting visibility for the website but design alone cannot finish the job. SEO uses the techniques of appropriate keywords, link building and other related techniques to increase the chances of a website to reach higher rankings. A good design needs to be followed by cutting edge SEO processes. Only then, one can achieve the true potential of a website. For this, having a SEO professional firm by oneâ€™s side is crucial. There are a variety of players in the market but only the best seo company India can close the deal.

Reputation

This point is more suitable for websites who have spent some time on web instead of the newbieâ€™s in the business. A website should have a standing for original & flawless content, useful related links, trustworthy information and professional opinions. Aforesaid points could rise and fall in importance with the change in the field of operation. For instance, for news reporting firm, having genuine information, grammatical correct content and trustworthy sources are very crucial. On the other hand, for a celebrity gossip website, scoring a little low on above points is understandable. The importance of reputation has risen with the increase of mischievous elements on the web and because of the same, reputation management services are gaining popularity and one can rely on them to protect their web image.

Though these are the three points, there is another crucial point which is given high priority when the website is still an idea; the crucial factor is affordability. For those willing to get a web platform made, reaching an affordable website design company matters a lot.

So, these are the biggies and those who are about to get their own website, kindly keep the trio in mind with the affordability factor.

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About FATbit Technologies- It is a a web services company active in the field of content, reputation, e-marketing and designing since 2004. It has also established itself as one of the a Best SEO Company in India. Its vast portfolio offered at genuine prices has established it as an affordable website company.

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