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Solutions via internet and online marketing have turned out to be the new marketing strategy for todayâ€™s overall business success. If an organisation has implemented conventional methods of advertising and marketing, but lacks an online presence, the organization is almost invisible amongst its prospective customers. Online presence is the most essential part for every business; so in case your business hasnâ€™t got an online presence on the internet, itâ€™s indeed a high time now

The first and foremost part for the online business presence of your organization starts with a website. Your website serves as one of the most important aspects for your organization that allows you to attract potential prospects and converts them into customer. It also serves as an effective way to communicate with customers and providing them the right information about your company that they always wanted to know. However, if you are not sure how you want to create or design your online presence that proves to be effective, itâ€™s important for you to sit down and make a thought about an effective marketing strategy before you start spreading your words on the internet. Web design proves to be an effective channel to communicate with your customers and spread out your core messages, as well as to create a brand of your company amongst your customers. Based on the visitorsâ€™ perception and how they view your website and business, choose the colours, design, layouts, design patterns, contents etc. best reflecting your companyâ€™s image, itâ€™s products and services and itâ€™s targeted audiences. All of these elements are some of the most vital factors when it comes to web design for any organization. Besides, how effectively you represent your brand will state whether your visitor stays on the website or will bounce off.

There is another important task that will generate traffic for your website. This not only means traffic generating to the main website of your business, but it also means generating traffic to all the areas of your business. This is the time in which you need to design a microsite for your business that can support and aid your main website, and which can be used to avail more number of visitors. You can use these microsites to support various niches of your business, for e.g., if you are dealing into hosting business you can create a microsite for managed hosting service, dedicated hosted service, and so on. These microsites allow you to attract a wider scale of audience in a far more targeted manner, ultimately giving you the chance to seek the right attention from the customers that you seek. Using proper SEO (Search Engine Optimization) practices for these microsites, you will make your business popular in the market with higher rankings in the search engines, giving your business the competitive edge. Besides, apart from web design, you can also utilize other channels to generate additional traffic via social networking integration such as twitter, Facebook, Google+, Linkedin, etc. for your business. You can also use strategies such as articles submissions and uploading videos on YouTube, etc. These social networking channels prove to be an easy source of information for the market and at times prove yet another effective way if you want to spread out the world to the market.

However, all these relate to making your business online and implementing proper web design structure that can attract and captivate mass number of audiences. As a matter of fact, a proper web design can convert a prospect into a customer.

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