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A Foolproof Formula for the Perfect Web Development Exercise by [Jacob Willson](#)

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It is not like it is difficult to create a website today. With all the user-friendly tools available online, anyone can create a portal for themselves. Yet, there are some factors that differentiate a decent website from an excellent one. If you spending hundreds of dollars on a web development company to ensure that you have an internet based portal that is effective and aesthetic, you want to make sure you are getting the most out of it.

Here is a list of things that go into making a great website:

1. A Good Navigation System with Sufficient Legibility:

If the overall navigational flow of your website is not good, you are risking your own credibility as well as that of the web development company that you have hired. Something as simple as the layout and the way your information is presented in an organized or unorganized manner is enough for the visitor of your web pages to judge you as well as your company.

It is strongly recommended that you put the most important information that you wish to present to your audience on the top and then move on to subsidiary pieces of content that may or may not be relevant to every visitor and visits your web page. The icons that you use for navigation must be clearly presented and remember the three click rule. Every piece of vital information must be available within three clicks or expect it to be unread and unnoticed by your audiences.

2. Interesting and Fresh Content:

Your web development exercise includes everything from good design to fresh content and content management. This is more of an ongoing exercise especially if you are in a business which expects you to update information much more regularly. Your content needs to be interesting, fresh and relevant to what you feel your audiences will be looking for. Fresh content not only ensures you maintain your rank on the top of most search results but it also helps audiences wanting to keep coming back to your website to stay updated with what's new in your business and what new products and services are you offering at the moment.

Your content must consist of crisp vocabulary that can be understood by people from all backgrounds especially designed for the majority of your target segment. For example, if you wish to appeal to kids you may have to hold back from using some of those big words which they may find difficult reading or understanding. Learn how to speak the language of your target audience.

In Addition to this, a good web development company will also lay sufficient emphasis on the use of good graphics and flash. They will make sure that they don't over use it and apply it only to the extent of it playing a functional and aesthetic role in your website. A balanced mix of these elements is sure to have excellent results when it comes to a great web design.

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