Article published on March 6th 2012 | Seo

web design is the process of planning and creating a website. Text, images, digital media and interactive elements are used by web designers to produce the page seen on the web browser. The process of web design includes the conceptualization, planning, producing, post-production, research, and advertising of a web site. The site itself can be divided up into pages. The site is navigated by using hyperlinks, which are commonly blue and underlined but can be made to look like anything the designer wishes. Images can also be hyperlinks.

Nowadays, web design also includes incorporating SEO features. Search engine optimization (SEO) is a great way of getting Internet users to visit a particular website. SEO is the process of increasing the visibility of a website in search engines through algorithmic or organic search results. As an Internet marketing strategy, SEO considers how search engines work: it analyzes what people are looking for, the actual search terms or keywords people tend to type into search engines, and the search engines are preferred by their targeted audience.

A variety of methods can increase the standing of a webpage within the search results. Writing content that includes frequently searched keyword phrase can increase the visibility of a site. This happens because the keywords become relevant to a wide variety of search queries will tend to increase traffic. Updating content so as to keep search engines crawling back frequently can fuel the popularity of a website. Cross linking between pages of the same website to provide more links to most important pages may also improve a site's prominence. To outsource SEO services many individuals and organizations have turned to specialized online firms.

Many web design firms in Australia, such as those in Melbourne and Sydney, specialize in helping their clients with online marketing. Online marketing, or e-marketing, refers to the marketing of products or services over the Internet. Internet marketing ties together the creative and technical aspects of the Internet, including design, development, advertising and sales.

Online marketing is inexpensive when examining the ratio of cost to the reach of the target audience. Organizations can reach a large audience for a fraction of what it costs to run a traditional advertising campaign. The Internet allows consumers to research and to purchase products and services conveniently—which enables organizations to appeal to consumers in a medium that can bring results quickly.

Internet marketers also have the advantage of measuring statistics easily and inexpensively; almost all aspects of an Internet marketing campaign can be traced, measured, and tested, in many cases through the use of an ad server. The advertisers can use a variety of methods, such as pay per impression, pay per click, pay per play, and pay per action. Therefore, marketers can determine which messages or offerings are more appealing to the audience. The results of campaigns can be measured and tracked immediately because online marketing initiatives usually require users to click on an advertisement, to visit a website, and to perform a targeted action. Internet marketing can leverage the power of search engine optimization to bring users to a site.

Article Source:
http://www.articleside.com/seo-articles/web-design-goes-deeper-than-making-your-site-look-nice.htm - Article Side

KATHERINE PEARL - About Author:
At Bliss Media, we have tremendous pride in our a web design culture and are constantly looking to push the creative boundaries. We know that good interactive design is much more than just aesthetics, but should support your digital strategy and help deliver on your overall objectives.

Article Keywords:
Web Design, Digital Agency, Digita Media

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