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A Professional Website Design from Web Design Belfast by [AlbertSmith](#)

Article published on November 29th 2011 | [Web Design](#)

What constitutes good web design for Web Design Belfast is the blueprint resulting from close collaboration between web developer and customer that leads ultimately to a solution capable of driving a company to achieve its goals and aspirations through online trading. If we take some of the mystery out of the concept of web design, we can see the unfolding of a complex technological system into a recognisable means of selling products or services online. To the lay person in business with no real computer literacy or understanding, the only real interest to them is their ability to sell their products on the Internet. Once they have mastered the use of their CMS (Content Management System) they can then proceed with online commerce reality.

At Web Design Belfast there is an acceptance of the fact that they and all other web developers have a real responsibility towards their business partners in designing solutions that enable them to participate and complete successfully in an online ecommerce environment. They are not concerned with why and how all the complex technology works, only with their ability to manipulate the system to their financial advantage.

Web Designers have to ensure that the solution they provide is user friendly, easily navigable, visually relevant and attractive and informative. The aim of all these integrated technologies is to convert site traffic to sales. Precise product information will provide the potential customer with enough confidence to take the next step towards a purchase. The shopping cart software must be technically adapt at allowing the customer to choose a product, add it to their cart or alternatively change their minds, cancel and order a new one. This must then lead fluently into the payment gateway where the customer can follow a series of simple instructions to finally make a payment and complete the purchase. The security of the payment method must be uncompromising and efficient so the customer can move through the process in a smooth and unhindered manner.

A professional web development company can guide their customers in their choice of Merchant Bank Account and process the application for and implementation of the payment portal without undue anxiety for their customer. This process, whilst now a customary aspect of website development, has been known to cause some delay in implementation depending on the Merchant Account being used. The security of the system is paramount and erratic bureaucratic processes can often create hold ups in applications. As the final lynch-pin in the website solution it is a landmark that is awaited with great expectation if not a little apprehension. Up to the point of payment online, the customer can cruise through the procedure with no real concern. However, some nervousness can develop at this point and if the electronic payment presents any difficulties the potential customer can quickly abandon the transaction. To mitigate this scenario the payment method and process must be fool proof and secure so that customer details are not compromised. This is enshrined in the data protection law so that all partners can feel totally confident and relaxed in a cast iron secure payment portal. The important outcome is that the business website can instil complete confidence in the website operative who can manipulate the solution features to carry out the normal business processes of selling their products online. That is the initial and end goal of any website solution development.

If the solution drives traffic to the site and converts to sales then Web Design Belfast is confident in the capability of local designers to provide custom built solutions for any business.

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Article Keywords:

ecommerce solutions,ecommerce web design, Web design belfast, web design northern ireland

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