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Web design is a technique to plan and then create a web page or a site. Text, images, digital media and interactive elements are the tools used in designing a web page or a site. Languages like HTML for web page structure, CSS for presentation as well as JavaScript to add interactivity to develop pages that can be read by web browsers. The process of web design revolves around conceptualization, planning, producing, post-production, research, and advertising. On periodical intervals websites undergo maintenance and small changes but the major changes/updates and re-designing requires a lot of planning and pre-allotted time frame to fix the issues and restart the website.

Web design is again one of the most sought after preferred career option for youngsters, as it gives them a new dimension to be creative technically or you can say it is a digital art form without holding a paint brush or colours, or behind the camera. Making interactive web pages and setting them live and by looking at the number of hits the website gets, gives its creator a new high. Other than being creative the moolah which comes with it is also good. Starting price for designing a small website is anywhere close to $1500 - $3000. There are privately owned companies and individual's also working as freelancers.

Best web design also demands for usability of a website which applies as to how easy it is for new visitors to navigate the site, find what they are looking for, and interacts as necessary. When visitors come to your website make it easy for them to find the navigation? Can they go from one page to another easily without getting confused or stuck, and then backtrack to the home page? Or do they get lost and, possibly leave in frustration? A good Web Designing company will be able to create site-maps and a site structure that will make your site easy to navigate for search engine spiders as well as human visitors, even if they are novice.

Readability is another important of a best web design concerned about making the material easily readable by the user and knowledgeable. Black text on a white background is always easy to read and good for the eyes, where as some colours or black background with white text will look modern and chic but is not considered easy, as one has to strain himself a bit to read the lines. It is always advisable to use light background with dark text. Functionally is a key aspect for any best web design ascertaining how easy it is to interact with your website? For e.g. blogs require such functionality where visitor's leave comment on your posts after visiting. For a proper functioning a web designer needs to ensure few corners viz

- Links are not broken or incorrect.

- Making sure all download-able content is easy to access.

- A proper search function that allows visitors to get to content in a few seconds without getting confused or frustrated.

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