Article Side

Web Design â€“ How a Website architecture should be By Peter Wilson

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Web designing process has several functional areas which together help create a good quality web site. These include web graphic design, interface design, authoring, as well as including standardised code and proprietary software, user experience constructs and last but not the least - search engine optimisation. These and several other factors are grouped together and referred to as Web Design. It encompasses many different skills and disciplines used in the creation and maintenance of web pages. Usually, web designersâ€™ work in teams addressing various facets of the design process but an experienced web designer may handle it all alone. In normal parlance, â€˜web designâ€™ usually describes the design process associated with the front-end design of a web site.

A site built or rather coded entirely using HTML and CSS, as much as possible, is much easier to edit, update, change and rectify problems. Furthermore, CSS simplifies web authoring and site maintenance as it allows separating the presentation style of documents from the content of documents. This provides making a separate CSS file for making visual or aesthetic changes to either a web page or a section or even the entire web site. Consider this â€“ without CSS, each and every page will need to be re-written or restructured if and whenever the design or the look and feel of the web site is altered or updated. With CSS, all the efforts can only be focused towards changing the look and feel of the web site. The visible or readable content does not need to be manipulated at all! Only HTML should be used for changes to raw content, and CSS for the aesthetic style. A good web site design also considers the compatibility issues across various types of browsers. Cross-browser is the ability of a web site, web application, or any other such HTML construct, which functions correctly across majority of web browsers or browsing applications.

Just as much as the appeal of colours, graphics, designs, and layout matter (in drawing internet traffic to your website) is important, so is the content that supplements them all. Precise, well-written, and updated content that goes along with your web site design is essential for an increased ROI. It must be designed and structured so it meets the requirements of entire spectrum of clients across Belfast and Northern Ireland. The visual appeal of your website, its content, and layout are important factors that will get your company noticed. Accurate, well-written and up-to-date web content will create a better website and ultimately increase your ROI â€” Return On Investment. Your website design must comprehensively meet the needs of a wide range of clients, who have reached your website after searching the Internet. In web designing, there are a several elements that ascertain whether anybody searching for your page will reach it or not. Considering this primordial question, the look and feel of your web site will need to be designed as such.

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