Why Hire a Professional Web Design Kent Company?

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With so many web design companies in Kent and across the UK itâ€™s often hard for Kent based companies to decide on the â€œrightâ€• web designer to meet their web design needs.

Over the years Web Dandy â€“ a web design Kent company have seen many companies offering web design services including dedicated web design companies and numerous other companies that build websites as a side-line to their main business. Unlike a few years ago when anyone could build a site today the web design company you employ to develop your website presence NEEDS to know how to design, code, and optimise a website for it to be successful. With the number of search engine algorithm changes which take place on a monthly basis it has become even more important to employ a web design company that understands Search Engine Optimisation (SEO) and keeps abreast of the latest SEO developments. In summary, whoever you use to design and develop your website needs to be a professional web design Kent company.

Choosing the right Kent web design company isnâ€™t easy and if mistakes are made it can be an expensive business. You want to make sure that you make the right choice first time around so how can you identify a professional web design Kent company? Listed below are a few of the things to look out for:

Bespoke web design or templates?

Do they use templates used on other sites or will your website be designed to be unique and to specifically meet your companyâ€™s needs? Many web design companies utilise templates to build client sites because itâ€™s simpler and cheaper for them to implement but this isnâ€™t in your best intere Itâ€™s better to invest in bespoke web design which is custom made for your business and which can be coded to include your keyword phrases.

Web design standards?

A professional Kent web design company will work to the World Wide Web Consortium (W3C) standards for coding, accessibility and usability. Coding to standards helps to ensure your site will look correct across the various browsers available today. Good quality coding can also ensure that your site files are kept small and optimised for the search engines.

Do they understand â€˜Usabilityâ€™ and â€˜Accessibilityâ€™?

Your website should be easy to use and information easy to find, it should also conform to the Disability Discrimination Act (DDA) and be usable by anyone with a disability. A professional web designer will understand what is required.

What on-site Search Engine Optimisation (SEO) techniques will be employed?

Itâ€™s important that your website can be found in the search engines for the keyword phrases your potential customers are searching for. SEO should be built into your siteâ€™s design and coding. Itâ€™s r use having a great looking site if it canâ€™t be found. SEO is constantly changing and your web design Kent company needs to be aware of the latest changes and developments in SEO if they are to help you maintain your ranking in the search engines.

What testing will you carry out on the coded website?

How will your site look good across screen resolutions, web browsers and browser versions including Chrome, IE, Firefox, Opera, Netscape, Mozilla, Safari, Lynx on PCs, Macs, mobile phones, iPads and tablets? Testing your site across browsers to ensure it looks the same way should be part of the web designerâ€™s process.

Will site analytics be part of the package?

Website stats are important so you can monitor numbers of visitors, page entry and exit points, number of pages, keywords used to ensure your site is performing as youâ€™d expect it to.

Web Dandy web design Kent offer web design and development services to companies across Kent and London. All websites comply fully with the standards set by the World Wide Web Consortium (W3C) including those for usability and accessibility and search engine optimisation is built into your site from day one.

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