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You need a website with killer web design by Ankit Kumar

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It is true that a website really helps to get ahead in the business. Therefore, every business today has a website, no matter how small or big. This makes the competition tougher. To stay one step ahead of the competition, you need a website with killer web design and it must be distinctive, attractive and unique reflection of the brand. You can design your web site in html, php, java, asp.net and also some open-source content management systems like Wordpress, Drupal, Zoomla are also available with dynamic web designing features online. So, there are few points to consider when planning web design strategies.

Use of lots of buttons, images and other interactive features seem a nice idea but you should analyze that are they really needed? So, choose what best suits your business requirements. Pay attention on home Page, sitemap, Content, text, internal links, navigation links, backgrounds, tables in website design according to Website Design Melbourne. Content should be unique and well written that may describe your products or services.

You must ensure that navigation is intuitive, easy and consistent throughout the website. Navigation must be able to provide the clear indication to visitors that actually what page of the website they are visiting and links must be underlined. Text in content should not be too small but must be big enough to reed easily. Color of hyperlinks must coordinate with site colors. Since Home Page is the most important web-page of every site. So this must be attractive enough, otherwise it may increase the bounce rate.

You must check for the canonicalization issues of web address i.e. www and non-www domains. You may use any option but one should redirect to other. In other words, if http://www.abc.com is your first preference, then you should 301 redirect http://abc.com to it.

As we know that majority of internet usage is either done on laptops or desktop computers but at present use of internet on mobile phone is growing day by day. In addition with computer users, you need to provide your web content to tablet PC and smart phone users. For these you should also have mobile version of your website.

There are some companies in the market which design only websites and some companies offer only SEO Services. It would be better for you, if you choose a company which provides both SEO and Web design services to get the fully on page optimized site designed, otherwise your website will not be visible in search engine results and this is most important for every business to grow online because websites are not only the visiting cards. Since search engine optimization is extremely important part of online business. If you want to get more and more traffic, then there is a need of full optimized site and should rank on the first page of search engines like Google.

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