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No matter what business you are in and what you are selling or promoting, it is impossible not to have an online presence today. This is both because of exponential reach and exposure that internet makes available to your business and also because a website takes your business to all corners of the world without you having to move an inch.

However, having an online presence is not that simple as it looks. This is because there is a great difference between also-rans and the winner of the race. There are millions of websites on the internet and having another for your business is not sufficient. Having a website that is attractive and also works efficiently takes both web design and web development into account. Corporate web design is obviously different from designing a simple website.

Web development is much more than mere designing

Another aspect of online presence is web development. Web development is not web designing as believed by many website owners. If web designing pertains to the looks and navigability in addition to features available to visitors, web development also involves with non design aspects or features of websites. This includes a lot of work such as developing content for the website, coding, writing markup, configuration of the server, development of ecommerce platform, and much more. Web developers are experts that are not mere designers who look after the beauty and features for the visitors to see and navigate. Web developers are professionals who are involved with the incipient stages of web designing and remain active even after the creation of a website.

Web developers are people in the know of complex technologies

Web developers are people well versed with latest computer technologies and languages such as HTML, Perl, Flash, XML etc. Creating and then maintaining the web space occupied by a website is what web development is all about. There was a time when web development was an esoteric term and very few people knew how to carry out web development for a particular product or a company. But development of easier technologies has meant that one can hope to become a web developer for his website on his own rather than depending upon professionals who charge a heavy fees for developing a website. In fact, web development has become so easy that an ordinary person can today hope to make a website that can compete with even the best of corporate web design.

If you own a business, it is natural for you to compete with other business houses in your industry and to have a corporate web design of your own that is distinct and impressive than your competitors. The market is full of web designers making tall claims but very few of them are trained to have a deep understanding of corporate web design. Corporate design is different from the design of simple, individual websites as it needs to carry a strong appeal for the intended audience so that it makes a strong impact on the minds of the prospective customers.

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