



# Article Side

Important role of web design companies in the industry by [Avinash Pathak](#)

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A web design company plays a multidimensional role in the industry. Its services are the making of business identities, brand awareness, and company image. The portfolio of services incorporates flash website design, Facebook page design, Twitter page design, logo design, and newsletter design.

## Flash website design

Flash websites are in great demand these days. There is no denying to it. Designing a flash site is no kid's game. It entails lots of creativity and a keen sense of design. The application of creativity in case of designing flash sites is boundless. The appealing impact of flash websites is not achieved without professional design services.

## Facebook page design

In the social media world, Facebook is the numero uno marketing platform. Brands and businesses are targeting this platform to hit jackpot through their promotional activities. According to stats gathered from surveys, Google is losing out traffic to Facebook when it comes to online marketing. The social networking giant owns more than 8 billion users making it a must try for product marketing and brand awareness. How to get your Facebook business page designed in order to fetch users from target groups is up to you. Business page and profile on this social media site can be customized to bring the brand display alive with a professional and prominent image. A web design company keeping up with Facebook marketing trends can serve this purpose of yours.

## Twitter page design

Next to Facebook is Twitter, the most popular micro blogging platform with lots of marketing potential. The well-designed interface of business profiles on Twitter does the trick of fetching users and compelling them to follow those profiles. Users themselves can design their profiles by using default background themes and styles. Such profiles are not as marketing-oriented as professionally designed Twitter profiles. A web design company can help you take the promotion of your business to a new high by designing the profile and customizing it with a brief, business logo, website link and other details.

## Logo design

A business has its own brand identities; one of them is logo. We are in the habit of identifying brands and businesses with their logos. A logo is not a mere identity. It not only represents a brand but also its message to the customers. Evidently, a logo needs to be designed professionally and aesthetically reflecting the purpose, motto and message of a business or brand. Choice of color, choice of image, choice of shape, choice of concept etc. are important considerations for logo design. The services of a Web design company are instrumental in designing logos with the desired effects and impact.

## Newsletter design

Business newsletter is marketing collateral which is circulated among business partners, stakeholders, managers, existing customers, potential customers and others associated with a business

organization. The look and feel of newsletters should reflect the professional image of the organization. Such look and feel in consistence with the image of the organization is achieved through the harmonious combination of proper design, font, style, color and theme. The newsletter of a business house often plays the role of a company spokesperson.

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