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Design is one of the most important and integral parts of a website whether itâ€™s a small individual website, medium-sized business website or a large complex web portal. Web design covers many skills and disciplines which are used in the development and maintenance of websites. Web design includes interface design, web graphic design, authoring (including proprietary software and standardized code), user experience design, SEO (search engine optimization), logo design, theme design along with many others. Design is the first and foremost things by which any sites get notice by visitors. If your sitesâ€™ design is good, visitors will easily attract towards your site.

You will get more visitors for your site in which maximum visitors will be turned to your potential customers. This will help you to expand your business globally, that too within a short span of time. Normally, design varies from site to site. It depends on the categories of the site. Design of a multimedia website will be different from a news portal because both kinds of website provides distinct services and designs are based on the basis of services they provide. On the basis of services, web design them is created which reflects the services they provide. In brief, we can say that web design theme creates overall environment of a website by which anybody could understand the services provided by the website.

Thus, web design theme should be realistic and matched with the services provided by the website. There should be right blends or combinations of various graphical elements on the site. These graphical elements include images, animations, text, audio, videos along with many others. There should not be excessive use of everything because; design of the site will look very bad and unprofessional. You can use large amount of videos, animations or audios in multimedia websites. In case of other kinds of websites, web designer should try to minimize the usage of multimedia elements.

Web design should also be search engines friendly so that search enginesâ€™ spiders or crawlers could visit all the pages on the site without any problems. This will also improve the websitesâ€™ rankings in the major search engines like Google, Yahoo, MSN Bing and lots of other search engines. So, a professional web designer always tries to design the website from search enginesâ€™ perspective. Now, you can understand the importance of search engines in designing a website. If you are going to design your website, you should hire professional and experienced web designer who can design your website as per your special needs and requirements.

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