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A Web Design that Suits your Target Market by Stella Richard

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Regardless of the type and size of business that you belong to, all your marketing communication strategies must be designed after having conducted a deep study that gives you a clear understanding of your target market.

Developing a sense of clarity on the attitudes, demands, needs, beliefs and behavioral patterns of your target audience allows marketers to execute more targeted strategies which tend to take a lot less effort and are more cost-effective. Everyone knows that it would be impractical to cater to a wider demographic that may or may not be interested in your product or service rather than focusing on a well-defined market that enables you to design quality and effective communications which give much higher results.

Market Oriented Websites:

Understanding the audience of a website is especially crucial for web designers. With the rise in need for designs that are market oriented, more and more designers are taking into consideration customer needs before they start to strategize. Web designers and developers today are expected to conduct a comprehensive study of the market place and create a portal that is true representative of the brandâ€™s identity and sufficiently caters to the audienceâ€™s needs and demands.

Before you start working on your website, make sure you have effectively conducted the following studies â€“ :

1. Understanding the Demographics â€“

The most challenging aspect of conducting a comprehensive market study is identifying the market segment and demographic of your target audience. It is important that before you conduct further studies, you are able to determine the niche in which your customer base belongs to. Factors such as age group, gender, socio-economic background, geographic locations, education level, profession etc. need to be highlighted in this study.

After having defined these factors, designers will be able to easily short-list several aspects of the design scheme which are likely to appeal to the audiences.

2. Industry and Competitor Analysis â€“ :

No market analysis can be complete without a comprehensive study of the industry. Not only do audiences behave differently and expect different things from different industries, but several industries tend to follow a set of tried and tested web design norms. If one studies design trends at great length, designers can get a decent idea on creating market oriented websites that are appealing to their target audiences.

For example, a travel website typically consists of the same set of tabs and navigational tools irrespective of the brand. Similarly, e-commerce websites tend to follow similar design patterns as well.

3. Psychographics â€“ :

In addition to defining audience demographics, a website designer also needs to have complete

understanding of the target marketâ€™s behavioral patterns. Questions such as, what motivates audiences to click on certain links? What puts them off? What kind of content are they expecting?

Your overall website design will be highly influenced by the answers to these questions.

Finally, after you have taken the results of all these studies into consideration and created a market oriented web portal, remember to get it tested by an unbiased sample audience that will offer you some interesting insights into excellent website delivery.

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