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An overview of PSD to CSS Conversion Solution by [Adam Parker](#)

Article published on January 16th 2012 | [Web Design](#)

You must be well aware of the popularity of PSD to HTML conversion when it comes to developing a website. In this the website is designed in Photoshop and converted into the HTML markup to turn in web compatible. In this web development technique PSD to CSS conversion plays a vital role in determining the looks and the functionalities of your website. The CSS or the Cascading Style Sheet acts as the nerve center of the website defining its visual attributes. It separates the content from the design element thereby giving you a lot of freedom while publishing content in your website.

Highlights of PSD to CSS Conversion

Uniformity : PSD to CSS conversion allows you to bring in uniformity in your website. The font, the color scheme, the image sizes are all defined by the CSS file. Uniformity in looks and navigation help in increasing the brand value of your website. It makes it easy to incorporate any changes to the website as only the CSS file needs to be tweaked and the changes are applied throughout the website.

Increases Appeal : Look and feel play a vital role in the success of a website and PSD to CSS increases the visual appeal of the website. It helps you incorporate eye catchy elements such as graphs, charts and images which attract the attention of the users and deliver your message in an engaging way.

Compatibility : When you convert PSD to HTML/CSS you make your website compatible not only to web browsers but also to the devices being used to access the websites. In a world where mobile devices of different screen sizes are being used to access the Internet this serves as a big advantage to increase traffic to the website.

Simpler Coding : A well coded PSD to CSS file defines a lot of the functions relating to a website. This helps you in reducing the burden on the PSD to HTML files which can have lesser lines of codes which helps in keeping them clean and error free. This adds to the advantage in terms of search engine optimization as the search engine spiders index website easily and rank them high.

Reduces Load Time : One of the hallmarks of the CSS file is that render a website fast on the browser to reduce the load time of a webpage. This is achieved by downloading a CSS file in the cache of the device being used to access the Internet. Once downloaded this file helps in rendering the website faster.

When you hire a developer for your PSD to HTML and PSD to CSS conversion make sure they have complete grip over the platform. Poorly coded websites not only hurt your brand name but also lead to loss of key opportunities in the business. They are prone to crashes and bug hits. Hiring the services of a professional will guarantee you high return on interest as they hand code the website which improves its performance and overall visibility.

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Adam Parker is working as a content writer at HTMLFIRM. HTMLFirm is a professional a [PSD to HTML](#) Conversion Company which converts your photoshop designs to high quality cross browser compatible, W3C validated and SEO semantic HTML/CSS markup. Get high quality a [PSD to CSS](#), PSD to Wordpress and PSD to Magento Conversion services at HTMLFirm.

Article Keywords:

psd to html, psd to css, psd to html conversion

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