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Four Elements That Your Web Site Design Should Have by [Abigayle Soderstrom](#)

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One thing that can leverage your business over others is a well-designed web site on the Internet. Your web site is your business presence online. A web site created by a professional web designer or firm can enrich the image that your online presence projects.

If you live in San Diego, youâ€™ll definitely want to join this vast online revolution. Many of San Diego's manufacturing, tourism, and international trade industries have long established their place in cyberspace. But even more important than just a site, is the strength of that presence. A web site should tell people about the companyâ€™s business and services while making the process of doing business easy and accessible. For customers to give your site more than just a look-through, here are four elements you and your web site designer should seriously consider.

Clear purpose

Your web site should clearly state what your business is about. The products or services you offer. You only have a few seconds to get your visitorâ€™s attention online. The information should be plain, direct and interesting enough to be put on the front page.

Digestible content

Your web site needs content that people can digest and understand. Itâ€™s tempting to use animated graphics or Flash media to impress your visitor, but are they getting what youâ€™re giving them? Not too little nor too much-- just enough to get your message across. Your site also shouldnâ€™t display unnecessary distractions like unrelated product announcement with an ad for a public service, or an informative article with an order button.

Call to action

Remember those commercials saying, â€œCall now at 1-800-CALLNOW and youâ€™ll get an extraâ€. Similarly, your web site should have a call to action to get your visitor to do something.

Your San Diego web design firm can introduce some non-intrusive graphics or videos to get your viewers to take action on your web site, by asking more questions, or placing an order.

User privacy

If youâ€™re like many people who go online, you value your privacy a great deal. The web design firm San Diego business owners use should input a privacy policy indicating how your visitorsâ€™ information will be collected and what youâ€™ll never do with it, that is, use them for

spamming. You have to get them to trust you first. Basic to web site design should contain a clear purpose, digestible content, a call to action and a statement of respect for user privacy. If your San Diego web design firm integrates these into your web site, you might have chosen the right one for the job. Read more about them at [eHow.com](#) and [About.com](#). [mybb.org](#), <http://www.dailyblogtips.com/43-web-design-mistakes-you-should-avoid>, <http://inspirationfeed.com/articles/design-articles/7-mistakes-web-designers-should-avoid-for-improving-call-to-action-pages>, <http://justcreative.com/2011/03/28/web-design-mistakes-to-avoid>.

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