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Great Website Design is Great Marketing! by William Hauselberg

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So you've got your marketing strategy down. People have heard of you, and they're ready to find out more. The truth is, most people start gathering information about a business by looking at the company website, which means you need a great website to get the business you want.

What Makes Great Corporate Web Designing?

An effective website is twofold. First, it must engage the customer with professional formatting and appealing visuals. A customer who is enticed to explore a website in further detail is more likely to make a second inquiry. Appealing colors and graphics are essential for an engaging website, as is a format in keeping with the company's image. A customer who visits your website forms an impression in seconds as to the nature and character of the business. A corporate law firm, for example, should have a website with a very different "look" from a company that sells handmade jewelry.

Second, a well-designed website must attract the customer with Search Engine Optimization (SEO). Search Engine Optimization means that when a customer who enters a series of keywords, such as "website development Pittsburgh," the well-designed website will appear first thanks to repeated use of these terms. Since most people begin their search by clicking the links that appear first, a Search Engine Optimized website will generate more traffic.

Great corporate web designing incorporates all of these elements, and does so to create a unified whole. So how does a company find good web designers?

How To Find Great Corporate Web Designing

First, explore websites that engage you and entice you to find more about the company. Look for websites that include visuals that seem to fit with your company's image. Many websites include the name of their Webmaster. You can email the company and ask for contact information for this person. Be sure to note what about the website appeals to you so that you can mention these things when speaking with the designer.

Be sure to include local businesses in your search. Local designers will have local contacts, and understand the needs and tastes of local consumers. For example, if your business is in the Pittsburgh area, check out what website development Pittsburgh offers. Decide carefully - a great designer can make the difference between high levels of traffic on your website and a site lost in the mire of the Internet.

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The author has an immense knowledge on a website development Pittsburgh. Know more about a corporate web designing related info in his website.

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