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Many of us familiar with web development and the Internet may have come across the word CSS or the Cascading Style Sheet. But very few of us realize the vital role it plays in the performance of a website. Web developers around the world lay a lot of emphasis in PSD to CSS conversion when it comes to designing a PSD to HTML website as it helps in improving the layout of the website. In a highly competitive world of web development it is important that your website has a good layout to have the much needed competitive advantage.

PSD to CSS conversion plays a very important role when it comes to your website having a quality layout. This coding language that describes the way semantics are presented in an HTML document or simply defines how the HTML/XHTML website appears on the web browser. For any website which is based on HTML or a CMS technology such as WordPress, Drupal or Joomla you need to strategies on the PSD to CSS file as this improves the performance of your website.

How PSD to CSS Improves Layouts

- * **Adds Uniformity** : When you convert PSD to CSS this brings in uniformity to your website which adds to its visual appearance. The CSS file defines the font, font size, dimensions of the images; color schemes and ensures that these parameters are followed uniformly across the entire website. It is the nerve center from where the looks of your website is decided.
- * **Improves Loading Time** : The CSS file improves (reduces) the time required by a web page to load on the browser. When it comes to a PSD to HTML website PSD to CSS conversion reduces the loading by simply cutting down on the number of coding structures. This serves as a great competitive advantage for your website as it can also be accessed with slow connections such as GPRS.
- * **Cross Browser Compatibility** : A website layout should be render perfectly in all the major browsers namely Internet Explorer, Chrome, Firefox, Safari and Opera. When you convert PSD to HTML/CSS you get a website which appears and functions uniformly in all these browsers adding to the brand value of your website and helping you fare well in the competition.
- * **Cross Platform Functionality** : In a world where smartphone and tablets are as much being used to browse the Internet as the traditional desktops and laptops it is very important that your website layout can be accessed via different devices. Smart PSD to CSS conversion allows your site to detect the device being used to access the website and render a layout accordingly.

To improve the structure of you website with PSD to CSS conversion you need to get it done by expert hands. Make sure you hire the services of a web development company which is considerable expertise in PSD to HTML web development. To make the right choice take a peek into their portfolio as this will give you a fair idea about the expertise they have in this web development technology.

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