

An introductory guide to

WEBSITE DESIGN AND DEVELOPMENT

A Full Guide



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INTRODUCTION

In today's competitive world, running your own business smoothly is never an easy task, there are many ups and downs to go through and your to-do-list is certain to never end. This said, you should never use any excuse to take shortcuts when it comes to having a robust online presence and visibility.

While designing a classy website there are many things that designers need to take care of such as layout of website, content, fonts, colors, images etc. website design is very important as it helps in traffic conversion.

As your website is the face of your business because most of the clients visit websites before visiting you personally and it creates a bad impression on them if the website is not good. Lacking in any aspect could end up demolishing your brand impression.

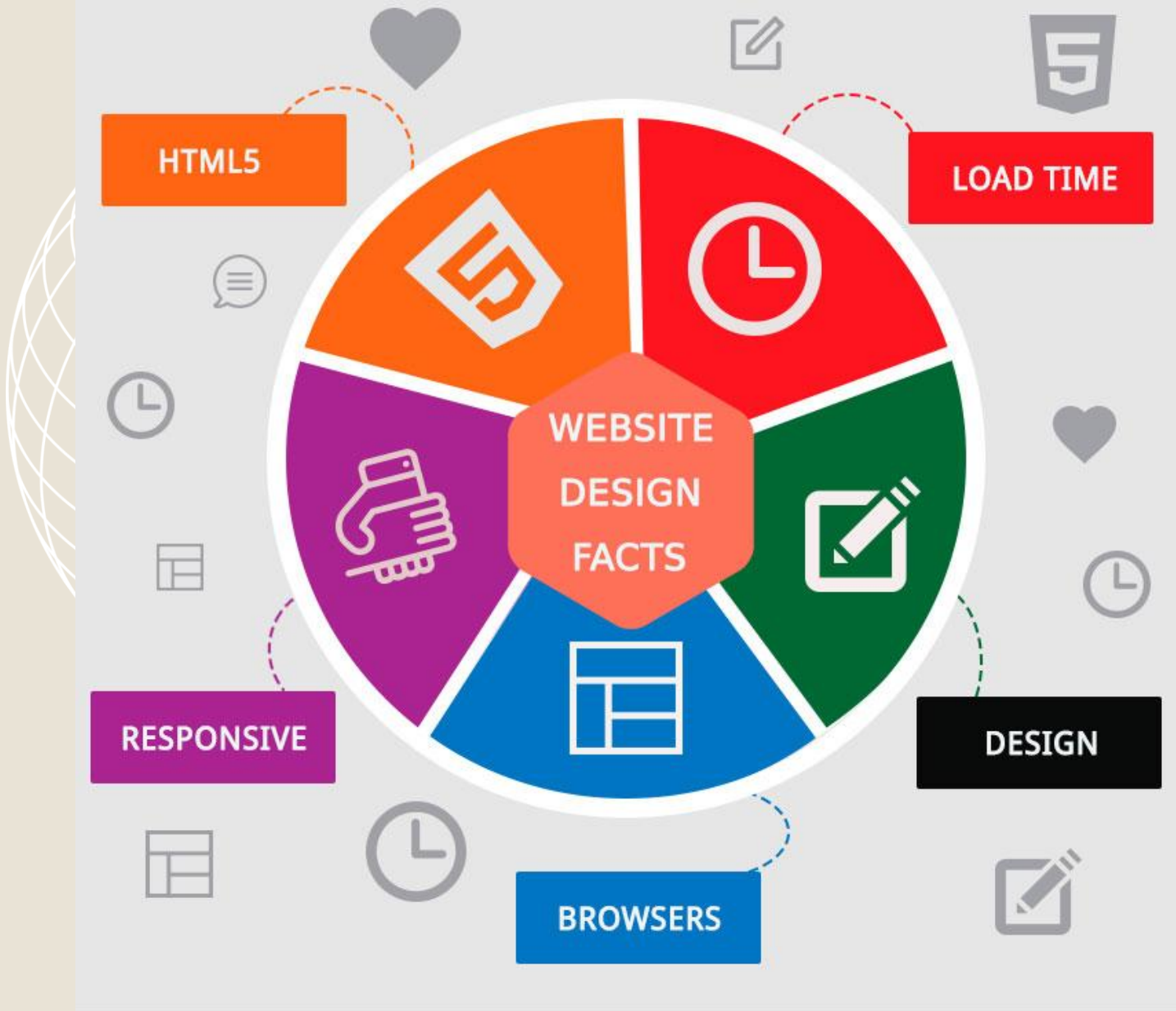
Trying different strategies in conversion boosting is waste if the design of your website is not good. Website design doesn't necessarily mean the look and feel of the website but also how the website functions. Even if a website is simple but has exceptional usability and well-structured typically then it performs amazingly good on Google. User views of such websites are also higher than those with poor user experience. The performance entirely depends on the effectiveness of the website.

Everyone wants a successful business, and for a successful business online presence is a must. It is a very challenging task to choose the **best website design and development company** for the growth of your business. The significance of the **website developer** isn't to be overlooked. Online businesses need **talented developers** to create amazing customer experiences that beat the competition. Finding an experienced and **trained web developer** can be a very challenging task and also time-consuming.

The phenomenon will expand over the years, making website success more important to businesses. It has many functions, such as sending WordPress users emails.

But if it breaks down or needs routine maintenance, what happens? Getting professional maintenance of the WordPress website has lots of benefits compared to doing it yourself.

Over time, support will be required for your website to remain beautiful, functional, and productive. In reality, there are regular, weekly, quarterly, and annual activities you will need to complete to keep your site secure and operational.



Why A Professional Website Is Important For Your Business.

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1. First Impressions Matter

Let's face it – today people Google before visiting any shop, visit online review before making any purchase. That's why you should have the best first impression. Through your website, customers are passing judgment and making their decisions whether or not to take your services.

2. Keep up with the Competition

By failing to have a website, you may find yourself steadily losing business to competitors who have made effective use of a great web design. While you may doubt the validity of the need for a website the likelihood is that your competitors have embraced the potential and are making use of the round the clock advertising.

3. Tailoring to Customers 24/7, 365 Days a Year

Studies have shown that many people conduct their research on potential products and services online before using it. By failing to have a website, you are failing to promote your services within a huge proportion of the market. There are several different time zones that may indeed affect your business, that's why being online makes it time convenient for everyone.

4. Reach New Markets with a Global Audience

Being on the web, you aren't that a simple local small business anymore, you can effectively business across the world. Undoubtedly, the Internet is the best way to trade both nationally and internationally.



Chapter Two

Tips To Hire Web Designer Company For Your Business

Tips to hire web designer company for your business



1. Check The Website Of The Company

If the website of the **web design company** itself is not completely efficient and effective then there is no guarantee that the web design company will design your website perfectly. Hence, before hiring a **web development company**, completely analyze and check their website and make sure that the company website is good enough.

2. Check out the Company's portfolio/work

You must have a look at the past projects made by the company. This will give you a brief idea, what the company is able to deliver and what not. Not only this, but the portfolio of the company will also tell you the experience of the company in this sector. This can give you a clear idea on how have they been successful in their previous assignments. Maybe you can have a chat with their previous customers.

3. See The Reviews

Reviews are the best source that will tell you about website design skills of a company and will suggest whether to go for that company or not. So, go through the reviews of the **web design company**, and make sure that they provide all those facilities which you have been looking for.

Also, check complaints or disappointments and ask the **Web design company** to rectify your doubts completely.

4. Testimonials & References

It's always great to talk with other people who have worked with the company before. Ask if you can get web design testimonials which you may contact. This will give you the security that the **Web development company** you selected is the right company for your website.

5. Website responsiveness and how do the company ensure quality?

Make sure the **Web development company** you hires knows how to design a **responsive website** and test it across browsers, and ensure it's fully-functional before launching it. If the company just hands you a finished design with no testing, you will quickly experience issues.

6. Experiences in SEO

A good **web designer company** knows that **SEO** is equally important for a Website. If You want to ensure that your webpage is on top of the search results for Google and Yahoo and you need a Company who knows how to do that.

7. Deposit in Company's Current Bank account

A website designing company must have a current bank account. Make sure you do not deposit in their savings account. As if you deposit in a savings account and face any disputes then you will not be able to figure it out, Because the money deposited in a Savings account will be considered as a personal account deposit not into a company's account.

8. Communication of the Owner

If Owner has sound communication skills, it will be easy for you to convey your ideas and if a person has good designing and development skills but doesn't have communication skills, you will not have good experience. They must understand what you say about your business goals and how to outline a business proposal. Also analyse their Email conversations to you, whether there are any extra spaces, any spelling errors or wrong format e.g. "Hey R U Looking 4 Web Designers?!?!?" OR "Hi, Are you looking for web designers?" – that matters.

9. Domain Registration Ownership = Your Online Business Ownership

To build a business website you need to buy the domain. Many website design companies buy domain or book domains on their agency name. In such cases everything is in control of the Company. So when you hire someone to build a website for you, ask him to buy the domain with your email id, name, and address. It's because you have to be the owner of this domain. There are many [online WHO IS checker tools](#) to detect ownership of domain names.

10. Website Hosting: cPanel Vs FTP

When your website launches, make sure you are provided or have access to the following:
The name and contact information of the company that is hosting your website

Access to your cPanel so you can access your website database and file manager. You should receive a cPanel URL, username and password. You should prefer cPanel access instead of FTP access because cPanel gives you more control than FTP access.

Bonus tip: Communication between the client and the company

There should be proper Meetings between the clients and owner of the company. Meetings can be done on Skype or in person. Also proper meetings will help the company in understanding your requirements.

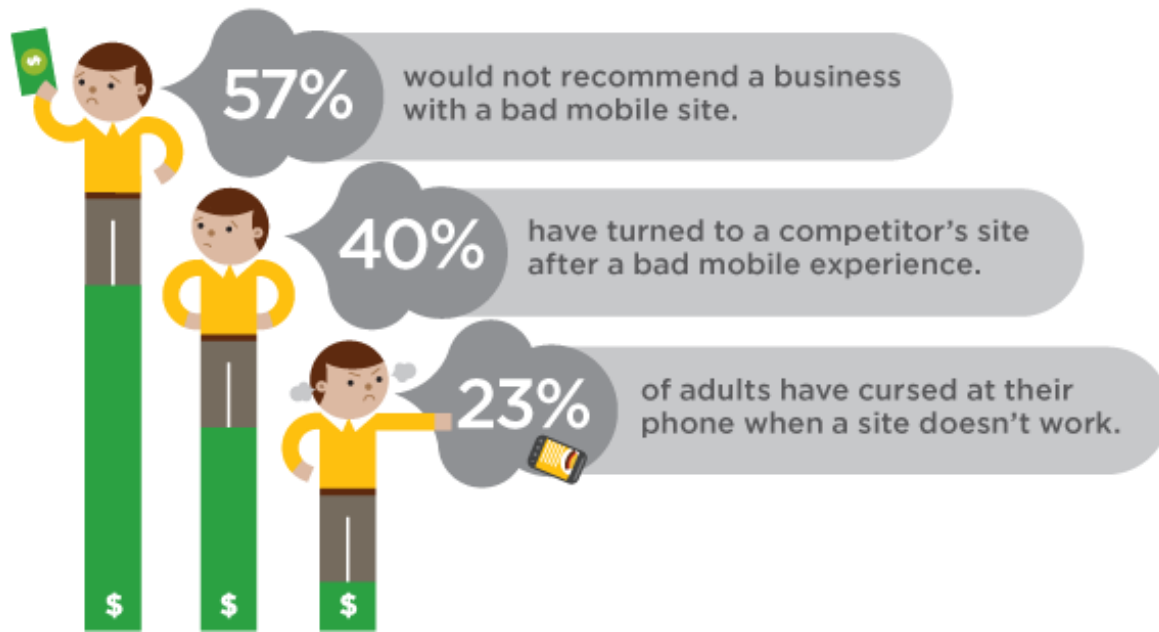




Chapter Three

Why A Mobile-friendly Website Is Important For Your Business

Why A Mobile-friendly Website Is Important For Your Business



Now since you have hired a website design company now it's very important that your website is responsive for every device.

What Does It Mean When a Website Is Mobile-Friendly?

When we talk about mobile-friendly websites, we mean that the website looks great on any mobile device, like a smartphone or a tablet.

Approximately 91 percent of mobile users say access to content is important. That means that many may consider leaving a site if they're unable to find what they're looking for. A mobile website should be sized and coded for quick interaction on a mobile screen, i.e.:

- Reading the text is simple (no squinting)
- Simple to navigate (buttons and ties are wide enough to be tapped with a finger)
- It's fun to look at (the user interface is enjoyable)

Why is the Mobile-friendly website essential to your business?

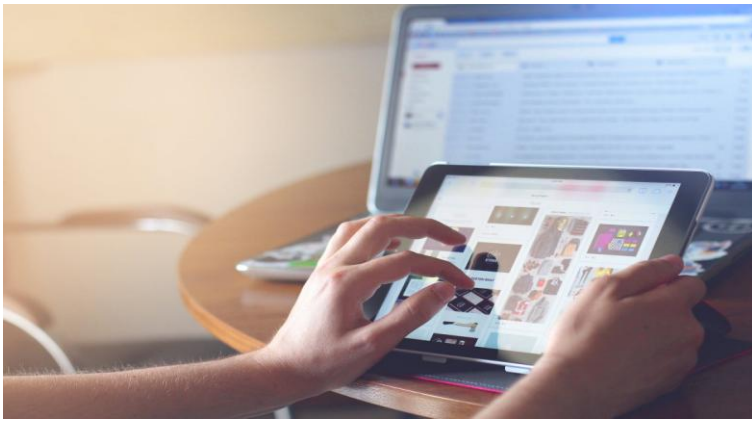
Only getting a website doesn't mean it would function well on smartphones and tablets. Although it may take a bit more time to build, the reasons below for making a mobile website make it useful.

Mobile-friendly websites are a must for Google

Google gives preference to internet-friendly websites over those absent from mobile search results. The software update has optimized the way Google displays the outcome of a web search. Mobile-friendly websites rate higher than those not designed for mobile devices.

Adds to your convenience

People everywhere use their smartphones to carry out their everyday activities, from looking for a basic question to booking flights, and much more. The explanation for this is speed and comfort. People now want to connect and quickly get what they're looking for.



Your industry is going to become new and important

You may be offering your customers some useful and unique services and products on the market, but if the mobile experience of using your website is not user-friendly, it may affect your business and your user base. Having a mobile website is new and legal, it can help you draw more traffic to the website.

Next Steps: Check Your Website, and If It Isn't Mobile-Friendly, Get a Mobile Website Design

The first thing recommended is to make sure your website is, in fact, mobile-friendly. The second thing suggested is to run a human check. While the website may be technologically great, it may also look terrible to visitors. Grab someone and ask them to browse your website on their mobile phone. If your website is technically sound but can't be easily navigated, it's time for a new mobile website design.

Good user interface!

Nowadays, Internet users are as worried about the user interface as they are about discovering the real details they are searching for. With the reduced screen size of mobile devices, users will often prefer websites that are visually attractive, easily understood sections to websites with poor mobile layouts. Recent studies have found that 52 percent of online users are less likely to do business with a company if they have a bad mobile experience.

Fast loading speed

How quick the loading of pages is a significant criterion! Normal websites that are not optimized for mobile devices will be loaded slowly or not at all. Yet sensitive websites can launch easily as their programming is designed to make the website completely compliant with mobile devices.

This is the Best Approach

Mobile-friendly websites are becoming the best practices of quality. Responsive web design has made mobile optimization simpler and more accessible to everyone, which means users expect the same kind of experience when browsing their smartphones. What's more, consumers won't need to check your page by inserting the exact Address, they can do a quick search to locate you easily.



Chapter Four

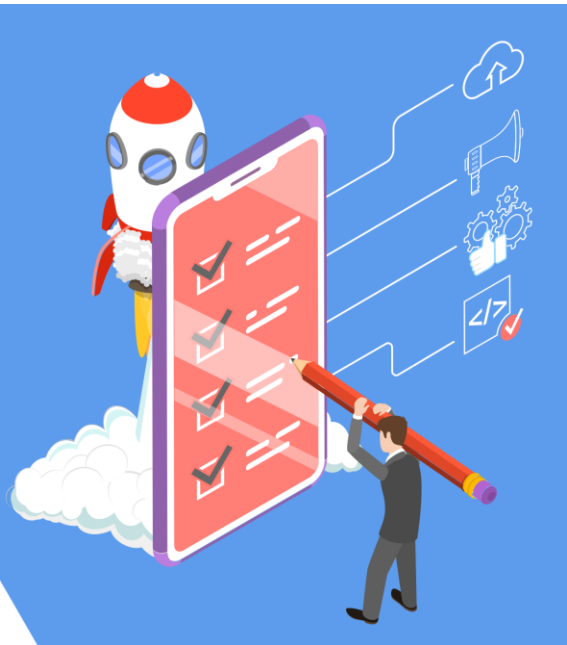
Website launch

Checklist

Website launch Checklist



The Ultimate Website Launch Checklist



Once your website is ready you have to take care of something before website launch

After investing all the hard work of web development team, it is at long last time to take the website live. Now, this is the time where client is eager to see his website live. While this is presumably the most energizing and important time in the project, absence of appropriate planning can create a disaster.

To guarantee the achievement of your website as far as its functionality, execution, ease of use, and security among others, it ought to undergo thorough testing before its launch. Significantly, the testing procedure helps in upgrading your website for search engine rankings also – a vital role to empower your website to create leads and generate revenue.

**Following are the checkpoints a web developer should follow before making a website live:
Make sure all the site's URLs are live and function properly**

A website is always build on a staging platform. After it's full completion the website is made live. While moving a website from staging platform to

live, every uRLs needs to be changed. This frequently doesn't go easily however.

On the off chance that you have a little corporate site with twelve pages, you can essentially check the live URLs and connections physically, one by one, to ensure they work okay. Assuming, be that as it may, we're discussing bigger sites, the URL check must be computerized. You can use any certain tool for the same.

Check site speed

There's no reason today for pages loading a moment or two, it's one of your best needs to serve content to users as quickly as possible. What's more, page load speed is an official Google positioning variable, and your rivals are as of now dealing with this to beat each other. So as soon as your website goes live, have a look at the speed of the website. If speed is more, check out for the options to lessen the speed of your website.

Image Optimization:

Despite the fact that pictures help to draw the consideration of clients and make websites attractive, they are the major factor in reducing a website's speed. Since Google has made the loading speed of a website a deciding component in deciding its search rankings particularly on a mobile, the heavy pictures can make your website lose ranking as well as traffic. To prevent this situation, ensure the images are suitably compressed and properly described by Alt Texts.

Check for mobile

Since Google is focusing on mobile-first indexing, Testing for compatibility with mobile phones is currently a fundamental piece after any website launch. Therefore, your website must be just as functional and pleasing on mobiles as it is on desktops.

Also, the content should be easy to read on mobile devices, navigation is easy, buttons have proper spacing, etc.

Titles and Meta description

A web page is described by its title at the top. It is very important for both the search engines and users to understand the kind of content present in the page. Give a unique title to describe each and every page. Also meta description is the small description displayed by the search engine to describe your website at search result, so it should be written properly. Always check for duplicate content as it may affect the website ranking in search results.

Browser Independent

Your website should work flawlessly across all the browsers and not simply on a particular one. In order to achieve that, make sure the web pages of your site are checked for compatibility on the latest version of all popular browsers such as Chrome, FireFox, Internet Explorer, Safari, Opera, etc.



Ensure the 404 page is set up correctly

Let a guest want to arrive at your website but typed a misprint URL, so what you want your visitor to see. An ugly URL?

To prevent this, ensure you've set up a custom 404 page on your website.

The launch of a website is very serious that can help your organisation in earning client traffic and accomplish ROI over the long run. It ought to be thoroughly tested before the dispatch to prevent any kind of errors. The above mentioned points are very useful to guarantee the usefulness, execution, and ease of use of your website.

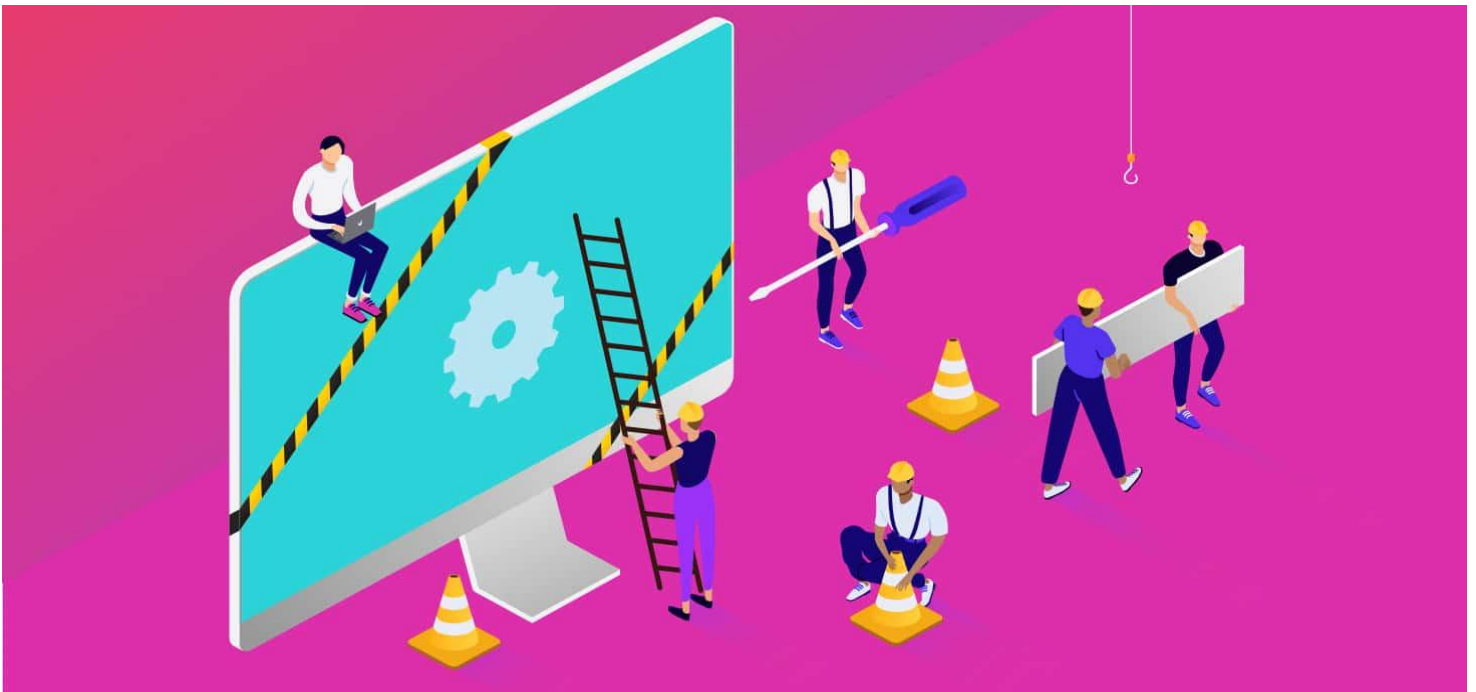
Once your website is launched It is very necessary to follow proper SEO tricks to improve your website ranking and do proper social media marketing.

A vertical decorative bar is located on the left side of the white content area. It consists of three stacked rectangular segments: a green segment at the top, a teal segment in the middle, and a dark grey segment at the bottom.

Chapter Five

Website Maintenance

Website Maintenance



Once your website is responsive and launched properly and your business is boosting up after sometime your website needs maintenance.

What does a Website maintenance service come with?

Maintaining a website means more than simply regularly uploading new and fresh content. While this is equally important, you must also make sure your website is always functional, secure and running on the latest version of the system.

When you hire a provider to run a Website maintenance service, the activities or tasks that they will undertake are as follows.

- updates to CMS, themes, tools, and plugins
- Automated content and the backup of databases
- Speed optimization
- Server management and uptime reporting
- Maintenance and health continuing
- Tests on compatibility, speed, and stability

We can perform any or all of the above functions, depending on your agreement with a service provider

Here are a few of the benefits these services can provide.

Professional Support saves you time.

The most immediate benefit you'll notice is time saved from outsourcing your website maintenance tasks. It can take up to 5 hours a week to manage a Website (more if you have to spend time learning how to complete tasks or troubleshoot problems). It's time you should be investing in your company.

Professionals take those tasks off your calendar so you can spend those hours on tasks that support your company. This more efficient division of labor allows you and your employees to do more during the month, leading to higher productivity and better results for the business.

Regular maintenance keeps your website running smoothly so you'll need less help with troubleshooting.

You'll have a Secure Website.

Protection is important for online platforms of all sorts, not just for business websites. When you regularly maintain your business website, you ensure that it remains safe and secure — no unauthorized access, no hacking, no malware, and no threats to security. The more secure it is to your website, the more confidence your customers have in your business.

Maintenance creates backups that are regular and accessible.

If you ever encounter a serious problem with your site, maintenance can position you to get back faster by making sure you have access to your site's recent backups. For example, say an employee accidentally deletes part of your website, or say your site crashes with a security breach. You may need to rebuild all or part of your website from scratch, without a recent backup.

You will have improved performance in SEO and on the web.

Through constantly updating and maintaining your website you are maximizing the pace of your website. And as you may already know, speed is one of the factors considered by Google in ranking websites on its search results.

Therefore, as you continue to optimize the speed of your business website, you not only

increase the load speed of your website but also improve its overall web performance and SEO rankings.

You will continue to build your identity for the brand.

A well-maintained business website is functional, operational, and keeps establishing a relationship with its customers and followers of the brand. You can convey your brand message through a working website, feature your product offerings, and provide excellent customer support and service.

Think how many future customers you would lose if they seek to find your brand online, find your website, but are unable to load it due to lack of updating and maintenance.

Support for website lets you reach experts.

Maintaining your website with the help of professionals enables you to avoid problems before they come up on your site.

Occasionally, however, you might also need support with problems that come up on your web. Bugs that come with updates, plug-in compatibility issues, the occasional broken link or page all need to be fixed so that your website can continue to work for your business.

Conclusion

The 21st Century calls for having an online presence to win in the business market. Recruiting a web designer is the most ideal approach to take your business on the web. An engineer deals with every one of the subtleties that planning a site needs that you may disregard. You can undoubtedly get a portable cordial website architecture that suits your business needs.

Also another benefit to employing a site planning organization is that you can get a hand crafted site. A hand crafted website architecture needs information on programming dialects that a designer is completely outfitted with. A custom site is planned remembering the clients' requirements and request. With hand crafted site you can undoubtedly stand apart from the group. Additionally having a noteworthy site will put more effect on individuals. They will return again to your site.

Furthermore, by using a tool such as a Google analytics, you can also track what's happening when people visit your website. Thus, you can gather extremely useful data about your website visitors.

Hopefully, you can see how important it is to have a good website for your business. One that is visually appealing, but also useful as a resource and a way of engaging with customers.


If it sounds like a lot of work to you, it doesn't have to be.

DON'T HAVE A BUSINESS WEBSITE.

Let's discuss what works the best
for your organization.

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