

## Website's Content.. Is It Enough?

Written by Ivan Marak

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**Although designing a website** for the visual impaired will not limit your color palette, you'll need to be cautious of the color combinations that are used. Make sure you are well aware of these plans before you start a new site design or optimizing/revamping an already established website. Remember your time is important and beginning a project towards the wrong direction will have you working on a same project much longer then you really need to.

It's best to use your extra time saved to polish rough edges of your design, rather than fix or redo the same work again. Pre-plan, pre-plan and pre-plan! To make things easier before you start, just draw out the general lay-out on a piece of paper and visualize the colors within your lay-out. Here's a webpage that will help you decide on a color theme... [www.hypergurl.com/colormatch.php](http://www.hypergurl.com/colormatch.php)

**Designing or a make-over of a website** is not that difficult to accomplish as some may have you to believe, but **designing a website** that is not only optimized for the web, also needs to be visually appealing to the visitor's eye. You certainly wouldn't want to use loud neon colors of many different shades, alongside web safe colors. It simply doesn't mix well and it is not a site for wary eyes to say the least. Your own website or a design of a client's website that suits the theme of the topic or company's general logo color, if available, may lead to increased profits with online and offline marketing efforts.

When attempting to **increase the search engine ranking** and ultimately targeted traffic while designing a website, may need to be done again, if the over-all visual experience hinders the visiting time of a user to your website. There is a much smaller pool of website designers who have the capabilities of designing a website so that it is well optimized for search engines, while maintaining a positive visual impact of the site's theme color choice. A common problem that many people have is that before they even start designing or building a website they need to decide specifically what the goals of the website are and incorporate a color theme that works.

Simply put,

**rich website is not enough**

**designing a content**

. It's easy to get caught up in the day to day mechanics of designing and maintaining a website,

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but poor organization just makes the job harder particularly in the long run as the website grows.

Not only **designing and updating a website**, whether its purpose is sending out customer support email, are selling products or a service or whatever the website is design for; needs to be organized in an easy to navigate environment, not only for your visitors, but also as a webmaster. Remember time is important and with the speed of the Internet, time is more precious than a casual walk at the local mall, because online surfers are already mentally geared to retrieve information fast or find products to review and hopefully purchase and have delivered to their doorstep, when using the Internet to make their purchases or find information. So in other words, pay close attention to the navigation links of the site's lay-out and have them easily visible and consistent on each page for the user. And **update your most hit pages regularly with new information**

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When you are ready to start designing a website, you need to put a plan in place for what you want the website to achieve. **Establishing a solid Internet presence** of a website consists of four steps in my opinion:

- 1.**  
Securing a domain name (if possible a domain name that strengthens the sites content and making it short and easy to remember).
- 2.**  
Pre-planning the website's design.
- 3.**  
Designing and building the website. And finally...
- 4.**  
Finding a web hosting service. I wouldn't list the websites here, as I compete with them for two most competitive keywords "web hosting company" and "web host company". For me, if you can't beat them, then **change your S.E.O. strategy**. I would go into more detail about S.E.O. (search engine optimization), but this information would involve an article or two in itself, if not more.

**A sites design depends on individual flavor** and designing an agreed upon website from a first draft for you or your client from the start, can be a real challenge. Choose a HTML Editor Before you can begin designing your new website, you will need a software called a HTML Editor or sometimes called Web Editor or something similar. The

### **#1 most important things**

you should always be aware of when designing a website and I can't stress this enough, is to make

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### **a good first impression**

and

### **practice ethical principles**

. Don't provide false interpretation of your website's purpose, once a visitor is hit by negative results in their search, they will most likely never return. The time and effort you spend on designing a website will be obvious to your visitors and will result in sales and/or continuous

### **returning visitors**

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**In conclusion**, avoid slow loading graphics and inaccurate spelling when designing your website. Let's mention a couple of other important points to help wrap up this article, which I appreciate you reading down to the end... Web Designing and Web hosting – Let's say you have chosen one of the best web designing and hosting company in your area to design and help develop your website to the best of your knowledge and they have completed the website designing in couple of days, now your website is ready to host on a server. **“Well you can have the prettiest website in world, but if no one can find it using the search engines, which is the still the most used medium to find information, then it's like finding a lonely seagull in the middle of the Pacific.”**

What's even

### **more important**

, is

### **designing a website that makes them stay**

, when they do easily find you in the millions and millions of fish in the sea, 'A Internet Website'.