

Web Design For Business Owners



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Why is Web Design and Ease of Use Important to your users? Trust! That's right. Your presentation gains trust initially. So...If you have bad presentation, your business will go to your competitors and you don't want that right? Without gaining trust, you won't gain as many sales as your business deserves. People judge covers more so initially than they do your product because it's what they see first. You see...no matter what people say about how you shouldn't judge a book by it's cover; by human nature, people will judge especially if they have to pull their wallets out. If your website does not have two things -- a professional design and is easy to use, then you will send a bad image for your business. Imagine...you are driving down the street looking for gas stations. There are two gas stations next to each other. One of them is clean, a few cents more expensive, nice looking, while the other one is dirty and no one is going there. Which one will you go to? If you love your car enough, you will likely go to the clean one because you presume that you are getting good gas. OK, by now you get the point. Your impression on the looks of the business will reflect greatly on the products themselves. Professional does not mean lots and lots of graphics, it just means it requires a nice looking presence and most importantly your visitors can find

what they want fast without having to go through unnecessary loopholes. It's likely you already knew that, but you've either been avoiding web design because it sounds hard or you just don't know where to start, then read on... The solution...? Introducing Web Design for Internet Business Owners Secret: Web sites that are designed to have a professional look and at the same time, are user friendly, can maximize the number of potential visitors to convert into customers or leads. You will increase your sales. Now you can't predict exactly how the end user will view your web pages so your site needs to be compatible with a diverse variety of browsers, etc. If you choose to read the book or listen to the audio book, here is a what you will have access to: Who Should Read This Book Icon Guide Part 1: Setting Website Goals The Website as Today's New Necessity New Times Require New Approaches Business Websites Benefit Both Consumers And Companies At Once Not Just Any Website Will Do People Still Judge A Book by It's Cover Who Gets to Define "Professional" The K.I.S.S. Principle Giving A Website An Audience-Oriented Focus and Direction Audience-Oriented Business Goals Audience-Oriented Design Goals Part 2: Key Factors In Site Development The Work Factor Doing It Yourself HTML Editor Tools Graphics Editors Multimedia Editors Working From A Template Outsourcing the Job The Cost Factor Part 3: Web Design Guidelines Planning Guidelines The Flat Plan The Multi-Level Plan The Perfect Plan Web Design Tips Consistency Navigation Common Navigational Systems The Multilevel Navigation Bar The Sitemap Links Text Links Image Links Color Color Schemes Color Meaning Web Safe Colors Text Preferred Format Common Fonts Images and Multimedia Images Multimedia Frames Forms Accessibility Part 4: Website Maintenance Testing For Functionality Maintenance So don't think about how hard it is to build a website, think how easy it is. Grab this now and push your business to the next level of success. P.S. One more thing. It maybe important. Your ability to learn how to build a web site is crucial to your Internet business success. Here is an opportunity to learn it easily.

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