

Published based on [Things You Should Know About Small Business Web Design](#)

# **Things You Should Know About Small Business Web Design**

Many startups are realizing the importance of having a dedicated website. There are many free hosting offers available and you will have to investigate it further to see whether the packages suit your needs. Whether you decide to attempt the project yourself, or outsource it to a professional designer, there are a few basics you should know about Small Business Web Design.

It should be clear to everyone who visits your website what your business entails and whom they are dealing with. This can be done with a header that grabs people's attention. The top left hand side of the page is the ideal place for your company logo. The contact us button should be visible to all. This is where the company phone number and email address should be accessed. There should also be a contact form so that visitors can contact you.

While your company's mission and vision may seem important you, visitors to your website could not give a hoot about this. They want a solution to a problem without have to live on your web site for the next week. Prices should be visible so they do not have to waste time phoning in to get quotes.

Easy navigation is key. Many people want to access information they want in a single click. If your site is too comprehensive, add a search box. Be sure to title your pages properly and appropriately. Unique titles and keyword phrases will make for great ad copy.

Clear and clean designs are also a good idea, as is not using more than three varied fonts. Colors should not exceed three either. Using more than this will make your website appear sloppy. Balance between text and graphics is important to make reading your site easy. Insufficient or no text cannot be detected by the search engines. While pictures tell a story, at least a quarter of one thousand words on your site are necessary. Excessive italics and bold fonts should be avoided.

You will need the correct software to size your photos appropriately. Using the cursor to make the photos smaller will just take a lot of time to load in browser. The same rule applies when working with flash. Most people do not like flash as it may look nice but rarely contains any information of value. This means the visitor will get out of your site as quickly as possible and find another site to buy from.

If you are going to share your latest news with visitors, keep it coming. Nothing discourages as much as news from 2001. Unless you are going to update this weekly, remove it from your homepage. Long paragraphs should be broken up with bullets or photos. Nobody wants to read pages of information.

Look at other sites that you buy from and then go along with the type of formatting and information they use. Strong calls to action should be placed all over the site. If you are unsure about how to go about all this, hire someone who specializes in Small Business Web Design.

The importance of a dedicated web page when you establish your business is understood by your [Lake Arrowhead web designer](#). Professional [small business web design](#) will get your Internet business off to a great start.

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