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Understand The Requirements Of Your Web-Site Viewers

How can your internet visitors make use of the web? It is a simple question, but a question many small-business entrepreneurs forget to discuss when working on their website. Frequently, small businesses are focused only on their own technology and never the various resources of these clients. Via iPads and smartphones to extra-large displays and laptops, how can you deliver your message for your buyer online today? [metacafe:4761842/;link:Proof That You Can Make 500 wkly!!!;http://www.metacafe.com/watch/4761842/]

Review the Metrics

When you have a website, you ought to have some form of metrics or analytic application on your website. This can be a means of measuring traffic to your website, and a feature offered by some applications is the ability to review browser information. What this means is reviewing what browsers and computer operating system your web visitors use and what screen resolution they've got set on their monitors. These analytics can help you decide if you need to deliver content in another ways.

Mobile Design and layout

When your website is accessed through a mobile device, how does it look? Here are two things to keep in mind when thinking about your website. The first is that image-heavy sites take longer to download on cell phones. The second is that Flash animation can't be seen on all phones. However, you don't have to sacrifice these features on your full-size website if that is where most of your customers are coming from, but you may want to ask your web developer to create an alternate style for your mobile audience. There are two approaches that you may want to ask your developer about: creating a style for the mobile web browser; of which there are many, or for the screen size of the mobile audience. The way this works is that your developer can program your website to identify the device's browser or screen size and return the style for the phone. If you have a number of visitors who access your website from their phones, you should add this feature to your website.

Print Style

Web sites are designed and developed to operate upon some type of visual display-unit, however understanding your viewers loves to print your pages or content articles, you may want to offer this option. This can be a feature numerous on-line magazines such as Entrepreneur use, but this benefit can also be used with academic websites for sharing articles, or even with dining places for showing menus. This is an extra feature; you will have to request a printer-friendly design sheet from the web developer, plus it is not something that will take a long time to code. The feature can be made to be executed when someone hits a print icon on your web page, or whenever your users hit print from inside their web browsers.

Customer Design and style

You may want your website to have a certain look and feel, but consider this: How many different audiences do you have visiting your website? Business is about showing your customers that you understand them and are flexible to their needs. Begin that conversation by giving your audience control over some items on your website. Font styles can be a great place to start. Provide users with a way to increase and decrease the size of your font to make reading content easier for your visitor. You can also let customers control colors so they can pick light text on dark background or dark text on a light background. These style changes will help your users make the most of your website, and consequently, they'll spend more time reviewing your information. Just like each of the other styles, you will need to have this specifically created by your developer.

Take your website to a new level and create styles that will show your visitors you want to work with them.

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