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Small Business Website Design

A small business web site designer can create you a small business web site design that will drive visitors to you, and especially if your business is unique. In the United States, some of the largest concerns of small business owners are insurance costs, rising energy costs and taxes. In the UK and Australia, small business owners tend to be more concerned with excessive governmental red tape.

1) The ideal newly established business web site design has approximately 4-12 pages. This should be not just another web template used several times by other companies. The design and content should be unique and appropriate for the web site.

2) Content management system (CMS) allows the small business web site owner to manage his page content. The CMS should have simple and user-friendly interface giving freedom for text content editing, as well as for image managing of tables, charts, and diagrams.

3) Search engine optimization (SEO) is important since it gives the small business web site a base for further promotion and lead generation.

It is very common for just established businesses' websites to be of the brochure variety and contain information about the company, the products and services being offered. The website is dedicated to help grow business relationships with current and potential customers, and the web design must be at the highest professional level, because the business owner's livelihood depends on conveying the appropriate image.

Hidden costs: Make sure that there are no hidden costs in your web site design and maintenance package. Customers dislike receiving invoices for services after a deal has already been made and thus might reduce the goodwill you command as a web site design and maintenance company. If there are any recurring costs, then it is best to let the customer know it up front.

Many times we avoid using flash on the front page in order to achieve higher search engine rankings. Of course, we have a high quality flash technology department who will be able to implement your flash technology ideas into a beautiful reality for our web creation.

When we begin working on a new custom web design project for your small business, we will be working together to attain the important and unique aspects of your business, your goals, and your customers. We will do our best to provide you with a relevant and targeted web creation for your business. In a very short period of time you will be emailed a surprisingly affordable web design quote, and hopefully we will be working together to provide your company an impressive presence on the World Wide Web.

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