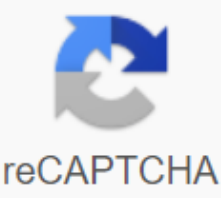




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Improvement of knowledge, collaboration and partnerships for preparing teens for the future Unfortunately there are currently no subjects in this categorization. We are constantly adding new materials, so please return soon! Photo: Illustration of heads of state Choosing a website designer and collaborating with him to develop a different online presence for your business is an experience that is very similar to the home that chooses the designer's interior. Not all web designers are equally qualified, and even when you find someone with the necessary technical knowledge, it is still important to ensure that you speak a similar design language. Once you've found a good fit, there are some common pitfalls that can be avoided with careful planning at the end. For basic dos and don'ts web design, we talked to Elena Frampton, co-founding Curated, an interior design company with offices in New York and Los Angeles that recently revamped its website. We also caught up with Alex Lin from Studio Lin, a graphic and web design company that created websites for high-end designers and companies such as Rich Brilliant Willing and Roll & Hill. Come to the table with inspiration. Be specific and clear about goals and share examples of other sites that aren't necessarily related to design, to examples of functionality, says Frampton. Find great home page features and clear navigation. Or agree on a budget, which everyone agrees on. The website design team we initially hired presented us with a fixed rate assessment based on our budget, says Frampton. However, additional services are rapidly accumulating. She reminded us of a performer who represents a good offer, but then he's too liberal with orders of change. Consider how your website will look on different devices. Our decisions throughout the web design process have been considered for each platform, says Frampton. Make sure your team understands that you want your site to look great on computers, tablets, and smartphones. Make things easy to find. I often come across glittering places where you see that a company has been published, but you can't zoom in on articles to actually read stories, says Frampton. As people quickly preview websites, future customers and viewers who matter to your bottom line are tinged to do their homework and want access to real information. The same applies to contact information. While the Contact us form looks fancy, people more often click on an email address. This information must be easily found and easily tracked. Don't let style get in the way of content. Avoid overly complex designs and illogical navigation, says Lin. It will only frustrate visitors to the site. If you have your heart set to introduction, along with music and animation, at least activate the skip intro button. Remember, people want to see your work, not the show. no no that when the city is built, you are done. After you start, you'll need a plan to update your website. Ask who maintains the websites created by the website designers, says Lin. You want to find a web designer and software team that understands the importance of a good content management system so that you can easily manage what they create. The content management system must be something you can easily use to update, edit, and upload content. Don't underestimate how useful your website can be. Websites can be more than just an opportunity to see the work, says Lin. They can be used as archiving or presentation tools. Try to clearly mark categories and create a virtual archiving system that you and your staff can refer to. You can also store images with a high degree of resistance for printing and run a blog to increase engagement. This content is created and maintained by a third party and imported to this page to help users provide their email addresses. More information on this and similar content can be found piano.io April 16, 2012 4 min read Reviews expressed by entrepreneurs are their own. Your online presence is an essential part of any sales strategy. Is your website a selling power plant that should be? Replicating the efficiency of the sales process face-to-face online -- and getting customers to go from click to buy -- can be difficult. The good news is that there are some simple tricks and tweaks that can improve the capabilities that generate the revenue of your site. Here are five tips that can help turn a business website into a sales machine: 1. Build an efficient shopping cart. Some small businesses use services such as PayPal to make and receive online payments. But building a fully equipped shopping cart directly into your site is perhaps a better option. Shopping carts allow for more customization and the ability to provide more product information. Austin, Texas-based Volusion is an all-in-one shopping-basket tool that starts at \$19 a month and handles devotion and payment processing. It offers more than 120 customizable smartphone and tablet-friendly online store templates. You can also display product options, add unlimited photos, and make product comparisons. Related: Three secrets to using Google Analytics to calibrate the ROI of your BigCommerce website, another Austin provider of shopping cart software, offers a similar package that starts at about \$25 a month. It includes customizable models and can be integrated into social media and third-party services such as Google Product Search. 2. Recommend related products. Even if you cannot work face-to-face with customers, you can still show old-fashioned sales. The online store may include a recommendation engine that suggests complementary products, upgrades and additional services. For The If a customer puts a barbecue in their online shopping cart, they can also be encouraged to consider buying a slead and a spatula. Facebook offers a free downloadable recommendation box that you can copy and paste into your website code. Paid plug-ins such as Stevenson, Wash.-based 4-Tell's product recommendation software, starting at \$49 a month, can generate recommendations based on sales data. 3. Optimize your website for search engines. A web page cannot be sold if it cannot be found. This might help you consider trying some of the free tools that Google offers that can help your site make more of a show in web searches. However, you will need both time and expertise to use it properly. Another option is the search optimization web service. Two examples are Nashville, Tenn.-based Raven Tools, which starts at \$99 a month, and Israel-based Sheer SEO, which starts as low as \$7 a month. Both services can help shorten the learning curve to identify suitable keywords and building links that can help pull your page out of the search engine cellar. 4. Start a competition or promotion. An online competition or promotion can help attract attention in social media channels and attract potential customers to your website. Giving away a high value item can upset most attention, but frequent, simple contests with smaller benefits can also be effective. For an online competition platform is one of the options anaheim, Calif.-based Viralimpressions, which runs \$2.99 per campaign, plus 79 cents a day. You can also consider Conshohocken, Pa.-based WizeHive, which starts at \$249 per contest, plus \$3 per day. Wizehive comes with the ability to adjust the given and judge several entries, e.g. for writing or a photo contest. Related: What is a call from a new customer that is worth to you? Both can facilitate the organization and implementation of promotions such as simple subjects, coupons and sweepstake. Manage the basics to ask visitors to like your site, fill out a form, or join an email list. To create deeper customer engagement, consider services like The San Diego-based Artistic Hub. It starts at \$299 for a 30-day contest and allows people to upload images and other media that can be judged by leadership or handing over to parties to vote. 5. Develop a shipping strategy. When it comes to e-commerce, free or steep discounted delivery is fast becoming standard. But to match with the big online traders, you will need to ship strategically. Instead of opting for expensive or completely free delivery, you can consider something in between. You can only make earthly delivery free and set a minimum purchase amount that you can qualify for. Shipping companies often offer tools that make send options easily. For example, UPS offers a set of free shipping tools, including UPS WorldShip, that can be embedded in existing accounting tools. FedEx also offers a tracking suite and Tools. You can also consider the possibility of third parties, such as Malvern, Pa.-based Malvern Systems, which starts at '149 per month. Provides several options for managing shipping, discounts, and customer relationships. Related: Seven tips for improving the Pay-Per-Click Autumn campaign on HGTV Sweet autumn decoration! Autumn on HGTV Made of wool felt! Autumn on HGTV Joana Gaines-Style! Autumn on HGTV tips for your autumn decoration. Autumn on HGTV In beautiful autumn colors autumn on HGTV Superlecker! Autumn on HGTV Creative Autumn Autumn at HGTV Beautiful Flowers in Autumn at HGTV Perfect Autumn DIY Hacks & Tips 7 Tips To Order Your Life Hacks & Tips Would You Think Of? DIY Makes your home still a green gardener we give you advice. 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