



Starting a new website - website development India

If you are just about to start website development India then there are some important points you must keep in mind. If you are an experienced web designer then these points may be known to you.

Theme or purpose of the website

Once you finalize the purpose of your site, stick to it. However, having a group of other related themes is acceptable. As much as possible try not to deviate by adding information about any arbitrary topic. Your website, particularly if related to business, must follow a particular theme.

Domain Name

Before finalizing a name for your website, you have to check if it is available or not. If you can't get that exact name with extension .com, then you will have to choose another name. If you are going for website development India relating to education you can try the extension. co.edu. The name should relate to the theme of your website. The site title must be the same as your domain name for the simple reason that visitors might not remember your domain name but will keep in mind your site title. Keep it short and easy to remember and remember to include your "keywords" as far as possible.

Brand Building of your Website

For website development India your page should have a brand name. The name of your website should create an impression in the mind of the people, which will make it stand out among the competition. Your name should be such, that it is the first and last word in that particular category. The purpose behind major companies advertising is that they want to get the brand's name and image in your head. The next step would be to create a striking site design and a 'logo' image that relates to your site name.

Keywords and Content

After you finish the first steps of website development India, the next thing you have to do is add more pages with related information. The fact of the matter is that, the more information you have on your website, the more chances of getting listed on search engine results. However it is not only related matter that will get you listed in the results, you have to be careful to add information and articles that contain your "target words". Keywords are words and phrases that are relevant to your site. They should be used as frequently as possible in the text to get a better listing in search engine results. They should also appear in the directory and the file names of your website, and in the text of any links on your website.

Selling Products on your Site

Selling products online is very different than any other method of selling. When you plan to sell your products



online you need the website development in such a way that it gives a lot of free information along with your products. The free information will be picked up by the search engines and will draw visitors to the site as well as build interest in the site. Once they become frequent visitors, more often than not, they will purchase something. In this way you will be sure to sell more than if your site is 100% sellable items. A common mistake is to turn your site into a shop, by simply becoming a catalogue for items on sale. There should be something for "free" which will entice the visitor

Conclusion

The topic of your site maybe for any product/service, but by using these factors you will be way ahead of where you could be. If you do not use these factors for website development India, you might find out the hard way. If you keep writing more and new pages and gain links from other sites you will have a growing number of visitors. Finally with advertising on your web pages, you can start making money on your website.

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