



Web Development in India for the average user.

An average user is one who knows the basics of computer operating and surfing the Internet but may not have intricate knowledge of the use of a computer. The number of Internet users is increasing, as it is reaching all over the world. People all over the world of all ages are using the computer. Any of these people could be your customer. This in turn has implications on what you do for India web development and things you might want to avoid.

According to a recent study, some of the top search engine queries were for terms like 'MSN', 'Google' and 'Yahoo'. The derived conclusion from such a study is that many people don't seem to know that they can directly access the URL by typing it into their browsers address bar. The reason is that the average users really read the title of the pages returned on the searches. most people review the list carefully and only click those hyperlinks which have titles that appear relevant to them.

The learning here is simple. Even if your site is a local one that advertises its URL of TV, radio, newspapers etc. you have to get it listed on the search engines. Otherwise, some of the people might complain that your web site could not be found.

1. Make sure your pages have an appropriate title tag, which contains the key words that you are targeting in the search engines. People who will search for those words will see the relevance of your page and visit it. The title tag must make sense and have relevance. You should avoid plainly stringing the keywords together.
2. In the design aspect, keeping it simple will retain the visitor. A page which is too cluttered and has too much information might confuse the visitors, and they will tend to think that the information cannot be found on your site.

It doesn't mean that your site will have to have a plain and functional look. Colors or images can be used to decorate for web development site in India. However the central information you meant to convey or the product you want to sell must be made to appear prominently. By doing this you help the user to zero in on the information he is looking for.

You might have come across websites where automatic pop-ups come up as you surf that site. They could be ads or their news letters. Before applying the same to your website think about how the average user will deal with the pop-ups. There are two contrasting views as to how users will react to the pop-up advertisement. Many web designers believe that if they place news letter subscription forms as pop-ups, their subscription rises considerably. But a average users reaction might surprise you. They might even get confused. If they are unable to find their way out from there, they may close all windows and start all over again. Another person was faced with a site that opened a hyperlink in a new window. These people don't tend to do well when they are faced with multiple windows. People might be efficient on their computers while playing games, word processing and surfing the internet, but when it comes to running multiple programs simultaneously or switching between them they might be just the opposite.



If you think that you need the pop-ups advertisements and the newsletter subscription, then a test run would be necessary, before you implement it on your website. What works on one site might fail in another because the latter attracts a different crowd with a different level of expertise. If possible, try to get visitor feedback regarding the advertisement and newsletter pop-ups and the impact that they have on the users. You must know whether it lessens the number of people visiting the deeper pages of your website. If they have lessened, then it means that they got lost after they saw your pop-up.

The average user relies on his start page which is set for him by default by his ISP. So, the start page becomes the launching pad for them when they surf, as they access the net and search engines from that page.

Some web design companies have realized this and therefore try to get visitors to change their home page to their site or a point on that page. This is easy to accomplish for visitors using Internet Explorer since the start page can be changed with a script. The user has to simply click on the link, which is provided to change their start page.

If you were going to create a start page for your visitors, it would be a good idea to put link to search engines on that page or maybe a search box directly on the page. Some search engines provide you with HTML code to do this. This may make users stay on your site and stick to your website as it becomes more useful to them.

However, just because many users rely on the start page, it does mean that they will spend a lot of time on it. Keep this in mind before you convince all your visitors to make use of your start page. You might end up paying for the bandwidth each time they log on, without correspondingly gaining from the advertising revenue.

You can take advantage of the limited knowledge of the average user while designing and planning your web development site. By doing this you will produce a friendly site, which in turn, will help you accomplish your goals. Nucent Technologies Web Development Company will help you accomplish this goal.