Running a business today without the integration of a well-designed website is guaranteed to hinder the growth and success of your brand. This is in part due to the highest consumer demographic of our time being raised during the technological revolution along with the ease of accessibility for an aging population. Brick-and-mortar start-ups while still popular, alone cannot remain self-sustaining and profitable. But web design is not just limited to ecommerce and brand recognition, it has grown into a unhindered network of talent and intelligence and continues to grow without limitation.

When consulting with designers it is import to not focus on graphics and design alone but to also understand how your target market interacts with the web itself. Retailers and businessmen must work closely with designers if they wish to understand how to bring users to their websites and keep them there as the competition is only a click away.