Title:
5 Simple Steps to Small Business Success on the Internet!

Word Count:
985

Summary:
For years, the website design market used to fall into three separate entities
for website design and development: (i) graphics and animation studios,
specializing in custom graphic design and creative animations, (ii) website
marketing/promotion firms, (iii) Web programming companies specializing in
database-driven website development.

Keywords:
Web Design, small business, Internet small business, web developer, web
promotion

Article Body:
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for website design and development: (i) graphics and animation studios,
specializing in custom graphic design and creative animations, (ii) website
marketing/promotion firms, (iii) Web programming companies specializing in
database-driven website development. Nowadays, however, you get to see a fusion
of these three entities in several dynamic Web Development and Promotion
companies operating from any part of the globe. These web design, development
and web promotion firms are virtually allrounders that cater to a diverse range
of clientele, include those coming up for creative web design, web databases CRM
/ ERP as well as for SEO (search engine optimization) needs.

Most small business firms all over the world heavily rely on the services of
such web development firms as they usually cater to small business website
design by providing web based marketing methods that small companies can afford
due to small budgets. Depending on the effectiveness of such web-based
marketing, clients often see incredible successful results from clicks to
conversion. There are some case studies which show that utilizing their
marketing equation; some sites have gone from 10 leads a month to 300 leads.
However, to achieve this is easier said than done. Web marketing firms that
create a full plan for their clients using both the strategic and tactical
methods crafted by specialists/consultants in turn are able to give small or
large businesses increased sales. After all, that is the reason one can zero
down on in order to be in a business, right? To have more sales and offer value.

Therefore, the objective behind any web development or website promotion project is to create a unique selling proposition through your website that can set you apart from your competition so your customers should only think of doing business with you, regardless of price.

Small business firms today look forward to the professional creative website design and strategic web development and web promotion companies for the simple reason that they want their site to have the look and usability of a Fortune 500 company site without having to spend huge bucks for it. Yes, it is definitely considered a plus if the website is designed as a tactical marketing tool that aims to engage and educate their clients in turn. And most of these businesses have a concern in their minds: can their web site provide a means to gather analytical data for them to offer better service for all?

Yes, definitely they can. However, for this, optimal, effective website design strategies need to be incorporated. In a word, small business clients should be enriched with at least some of these features in order to fetch more conversions:
* Cutting-edge small business website design, tailor-made to provide broad market exposure of the products and services to potential clients.
* Highly scalable digital website designs, aimed at boosting up the growth and realization of the full perspective of the small business houses.
* Small business website design strategies including full-featured e-commerce solutions, to help these businesses deploy cost-effective, powerful e-commerce stores.
* Customized search engine optimization services, based upon individual needs and goals.

However, there are umpteen so-called 'cheap, quick' solution-providers, and any small business firm must think twice before taking the plunge with them. Ideally, one should always trust a professional web development firm that gathers relevant information about their clients' business through hours of discussion, clear up ideas about the requirement, nature and goal of the clients' business. Based on these details, experienced, skilled web designers and developers carry out extensive research to find out the best small business website solution. On the other hand, creative, innovative content writers create specific and unique content for small business website requirements, thereby enhancing business prospects. Finally, website maintenance and search engine optimization techniques that comprise scientifically proven techniques available at a competitive price are sure to give your business a boost. Flash Presentation, Multimedia Presentation, Multi-lingual website development and E-Commerce integration solutions complement these customized website solutions for brightening the online and even the offline image of small business firms.

The Five Steps to Success:

To ensure success of your small business through a unique website presentation, it is important that you develop a five-step process for creating websites that meet your customer's goals. Whether it is a small business firm eager to generate leads, sell online, provide information about their services, connect their vendors to their company electronically, or start an entirely new kind of service, this five-step process not only takes them from concept to completion, but also is the trademark of any Internet development company. Consulting: Every website starts with an idea. Perhaps you've been thinking about developing a website, or redesigning your existing site. At the consulting stage, a professional website development firm would strive to clear all doubts about the clients' requirements. Consultation for this usually comes free in case of small to medium-sized businesses.

Website Design: After the initial consultation, the website development firm solidifies the clients' ideas by creating a blueprint for their site by employing something they call "Strategic Design".

Website Development: The website development project is then handled by a creator' hive, composed of specialists who handle their own respective pieces of the site development. Remember, for successful website development, it is necessary to be handled by a versatile team of expert graphic artists, content writers, programmers, database specialists and technical personnel. This ensures that a qualified professional handles each task of the given project.

Web Hosting: Since websites are an intricate interplay of graphics, text, programming and computer resources, building your site on a rock-solid web hosting foundation is critical to its marketing success.

Website Maintenance: Once the site is available to the public, it must be maintained with the help of ongoing updates and continued development to the site so that they don't give clients/visitors of the site a chance to complain about its quality and content.