

## Smart Web Development & Design Techniques

Web Development or Website Development is the art of creating a website and popularizing it on the World Wide Web through search engine optimization techniques. The concept of web development and web designing is quite broad and it consists of constructing a website to promoting it. Due to the huge upsurge in the net users in the recent years, many companies have started developing web site for boosting and expanding their business beyond their domestic territory. However, it takes a lot of experience and spending of resources before you are able to realize your dream website on the web and attract traffic to it. Therefore, you need an experienced and skilled web development company who can deploy a professional looking website which is compatible to the search engines criteria as well. This being said, there are many a website development company in India that can do the job for you. The process of web application development The web designing and website development companies in India enjoy the cost-advantage and offer the highest quality websites to their clients well within the specified deadline. Ideally, a website development company in India follows some unique procedures to develop a website for its clients such as: Understanding Customers' Needs The nature of business varies from on customer to another so are the specific requirements as well. A web development India company discusses with its clients to understand their specific needs so that they can build a website which will fulfill their customers' purposes apart from satisfying the search engines as well. Deciding on the Website Components Modern web development techniques have replaced the old ones and, this has enabled many web development companies to construct efficient and smart looking websites with substantially low cost. For instance, a decade ago, web sites were being constructed by using simply Html and Dhtml. These days, php, dot net and the like has changed the face of web development concept altogether and this in turn enhanced the performance and quality of the new websites to a large extent also. As a result, the modern websites can be compatible with the resolutions screen like 1024 X 600, 800x600 with the help of cascading style sheet. Compatibility with the Web Structure Any website development company in India will tell you that your website development is incomplete until you make it web as well as search engine friendly. For instance, using of too much graphics on your web could affect the page loading time on the browser which will have negative effect on your visitors as well. Similarly, the use of certain platform can dramatically improve the performance of your websites as well. These are the issues that a web development India company will take into consideration before constructing a website for its clients. Search Engine Optimization When a website is fully developed, the next step is to promote it so that it gets targeted traffic to it. This is achieved by following the technique called search engine optimization. Web development India companies are experienced in carrying out SEO campaigns for many clients successfully. In a nutshell, the web development companies usually engage in link building strategies to get back links for their clients' sites which play a major role in boosting the page rank as well as search engine ranking of their clients' websites.

## About the Author

Maneet Puri heads Day Robinson Services, India, a rising company specializing in web based application services, web optimization services, and [web development India services](#). Maneet possesses significant expertise web based applications and [web design services](#) which he implements for various knowledge driven processes.

Source: <http://www.serverforever.com>