

Critical Success Factors for Web Development

Good Web Design: The website design must be simple and professional. Creating a simple and interface for the users will definitely pay off. The websites are designed and maintained to increase the traffic and then boost up the conversions. Put sustained efforts to create attractive website layout to attract the visitors. Keep a good mix of images and text. Usage of flamboyant colours is a big no. Use subtle colours, good graphics for a simple and meaningful website. Break the text into small sizeable blocks of text with quality images.

Web Content: It is said, "Content is King". All the folks use search engines to get quality information. Thus your website must serve the purpose. Strive to provide quality and unique information to the readers. Carry out appropriate research to pen down the relevant information. Blend the content with images, videos and infographics. No one loves to read the enormous textual words. A simple and attractive infographic is worth it. Optimize the content so that it appears in the top results of the Google.

Quick and user-friendly navigation: The visitors must easily access your website. They must find the interface easy to browse. The website must have a friendly navigation scheme which allows the readers to navigate the website quickly. All the important content must be linked. You can consider placing the CTA (Call to Action Buttons) to prompt the visitors for an immediate action. If the content is too much, providing a search box would be beneficial. This way the readers can easily reach the specific pages of a website.

Loading Speed: The visitors often get frustrated if your website takes a bit longer to load. Mostly People lose their patience quickly. The higher time your website takes to load, the higher are the chances a person shall abandon your website. Quitting from the web page is not a good sign. If your website fails to deliver content quickly, all the substantial content is futile. Use a reliable site hosting service and optimise the website and content so that it loads quickly.

Web Compatibility: The website must be compatible to run across for different platforms and browsers and devices. Your site must be well-built and display easily across different screen size and resolutions.