

Website Development Approach

The possibilities of web graphics are only limited to the imagination - animation and sound can touch the senses of a viewer leaving a longer lasting impression. It has the power to invoke an emotion or excitement. Its amazing what one can do with these tools !!!

- 1) **build brand awareness,**
- 2) **make money,**
- 3) **save money, and**
- 4) **customer service and support.**

Learn your Business Needs and image: BluEnt goes much further than just taking your print material, scanning it , jazzing it and putting it up.We try and answer to you and to ourselves the following:

Why does you business need one?

Who are your Competitors?

How will your website make you achieve your goals. Directly and indirectly?

Design -Based on our study and your values we rebuild your image for the web. Web Design does not only mean Graphics and good looks. It also means :

Navigation Design: It should be easy to Browse and read through and not frustrating. The old 3 Click rule applies even today - If a person is come looking for something he should find it within 3 clicks or the website loses its purpose.

Content Creation: Content should be professional, interesting and informative. Our professional copywriters not only have years of experience in advertising, publishing and press media, but they also have experience in the technicalities of content writing for the web.

Browser and Platform Design: It should work on all browsers and resolutions and operating systems.

Search Engine Friendly: We make sure that the site is coded and designed in a way that is easily locatable by search engines such as yahoo, google etc. Making a site is only half the battle ...Click here for more info on Web Site Promotions.

Graphic Design: Last but not the least your pages do need to make a good impression or people will not click through for more information. They will hit the back button and try another web site. Even a small company can look like a million bucks. Professional web design makes your company look good and will increase the response you get.

Loading Time Optimization Check: Its true that Web Designers love to make complicated time consuming pages and do things that have never been done before. Some companies just suggest that to web designing increase hours and bill higher. On the other hand the possibilities of web graphics are only limited to the imagination - animation and sound can touch the senses of a viewer leaving a longer lasting impression. Whatever the reason may be, a web page should be optimum. It should not make a user wait for his answers. We make sure that the essential portions of the website load before the jazz does.

Hope you guys will find the above information resourceful.

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