

Dual Web Site Designing A Comprehensive Overview

Hello and welcome to a set of articles that are devoted to the designing of web sites.

Most web sites that are designed on the Internet most likely have been rushed and without proper planning. The owner wants their faces flashed on the screen with text (content) telling the visitor about how great they are, they explain their likes and dislikes and maybe even have a family picture thrown in.

These are failed web sites at best. They are the ones at the bottom of the search engines ranking list. In addition, like a real store your Internet presence needs the attention you would put into a real storefront. Like a storefront will need to acquire certain items to make it look how you want it to. There are not hard rock rules to follow, but there is good advice and even professional advisors to help put you on the right track.

Hello, my name is David Reale, Webmaster for I-Beam Graphics, Inc. located in Pinellas Park, Florida. My goal is to help those who already have a web presence that don't feel satisfied with their ROI (Return

On Investment). I also can guide and work with those who are considering a web presence. We are Search Engine Specialists that design for both the Viewers (surfers) and The Search Engines and Directories like Yahoo. Thus the dual web site designing. After all, What is the use of a good-looking web site if it can't be found on the Internet.

Think about an Internet without Search Engines. Kind of a Grim thought! Now think about harnessing the power of the search engines and directories because you designed your web site correctly!

My aim here is to teach you some of the tricks, good descriptive paragraphs, Title Tag, the use of Tables, Meta Tags, etc. on each page of your web site. Many topics will be visited and explained to you as best I can, using the "Splitting Down the Middle Techniques" that I have been doing for the last 6 years.

The Topics that are both Search Engine related and Web Design will be covered as permits.

Resolution
Research
Frames
CSS Style Sheets
Colors
Spacing

Graphics
Swish or Flash
Keywords
Descriptions
Headings
Stop words
Tables
Gateway Pages
Alt Tags, these and some web site design tips and tricks and some good old common sense stuff.

The Research

Harnessing the power of the Search Engines is like having your own advertising staff working free. Hundreds, thousands of viewers (surfers) will see your listing in the search engines. If you do the research and follow the designing for the search engines and web design tips your listing can be displayed in the search engines top 20 listings. Your listing will be read by the surfer and they will click on it. Why? Because after reading the information that will be presented you will know why!

Keywords

These are crucial to every successful web site. These are the words or phrases that you believe surfers will use in their favorite search engine or Directory to find your web site.

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