

## New Futures to Website Design - Development - Hosting - SEO

Now a day's website development is going easier. Looking on the new futures like xhtml and css layouts website design is most popular ongoing factors. Now people know the value of a website and how its support their business marketing and promotion.

In 1990's search engine are not much popular after 2000 search engine like Google and Yahoo plays major part the website promotion. So now making a website is not important but how to promote your website and get good ranking in search engine is most important. Here I like to explain some major factors like web site design, web site development, web hosting, search engine optimization (online and offline), internet promotion and marketing etc.

Website Design - To develop a website in html design layout is now a common but search engines are more supporting to xhtml design and Cascading Style Sheets layout (css design). One of the biggest advantages to using xhtml css layout design is time consumers in website development. Styles sheets define how to display html elements in your website. All major browsers Netscape and Internet explorer support cascading style sheets and solve common problems in html/htm. You ca use lot of extra methods in a single html pages like external style, internal style sheet, inline styles, multiple style sheets.

Website Development - AJAX Asynchronous JavaScript has the power to make your site more compelling and more dynamic Ajax used for creating interactive web development applications. Most advantages of Ajax is real-time form data validation, auto completion, load on demand, sophisticated user interface controls and effects, refreshing data and server push, partial submit, obtain data using a server-side proxy, create single-page marshalled applications, low bandwidth usage and also support search engine.

Image optimization - Image search engine optimization is also now most popular most of the search engines provide vertical image search option. Now a day's photo sharing sites and social image sharing sites are most popular. Image optimization is web designer need best knowledge and take care of entire image shapes, image sizes, and tag text knowledge levels. For optimization src attribute specified width and height declaration, alt attribute and title attribute is must for an image.

Content optimization - Your website should start with your business content. Now website content is important for all the major search engines. Using duplicate content the search engines punish your website very badly. So your must take care about your web content seriously. In Search Engine Optimization the content is also most important, content spam lost your website ranking.

Meta content optimization -

Meta tags are a great way for webmasters to provide search engines with information about their sites. Meta tags can be used to provide information to all sorts of clients, and each system processes only the Meta tags they understand and ignores the rest. Meta tags are added to the section of your HTML page.

Differentiate the descriptions for different pages. Using identical or similar descriptions on every page of a site isn't very helpful when individual pages appear in the web results.

Include clearly tagged facts in the description. The Meta description doesn't just have to be in sentence format; it's also a great place to include structured data about the page.

Programmatically generate descriptions. For some sites, like news media sources, generating an accurate and unique description for each page is easy: since each article is hand-written, it takes minimal effort to also add a one-sentence description.

Use quality descriptions. Finally, make sure your descriptions are truly descriptive.

Major points remind to Design and optimization content:

Make a site with a clear hierarchy and text links. Every page should be reachable from at least one static text link.

Offer a site map to your users with links that point to the important parts of your site. If the site map is larger than 100 or so links, you may want to break the site map into separate pages.

Create a useful, information-rich site, and write pages that clearly and accurately describe your content.

Think about the words users would type to find your pages, and make sure that your site actually includes those words within it.

Try to use text instead of images to display important names, content, or links. The Google crawler doesn't recognize text contained in images.

Make sure that your TITLE tags and ALT attributes are descriptive and accurate.

Check for broken links and correct HTML.

If you decide to use dynamic pages (i.e., the URL contains a "?" character), be aware that not every search engine spider crawls dynamic pages as well as static pages. It helps to keep the parameters short and the number of them few.

Keep the links on a given page to a reasonable number (fewer than 100).

Web hosting – Shared hosting is very popular and the most common type of hosting, having a unique domain, IP not a dedicated web hosting will prevent you from being accused as a internet spammer. SERPs ranking in favour of dedicated C Class IP. Using dedicated IP address with a best hosting provider for your website going to be more beneficial in the long run for getting good rankings in search engines.

### About the Author

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