

## [Developing a User Friendly Web](#)

One of the most important aspects of a successful business in Madison these days is a good website.

And of all the aspects of a website that Madison web development

teams address, the user's point of view is the most important to your success. If a user has trouble on your site in any number of ways chances are they will not be back. Why should they bother with a website that doesn't consider their needs? And what does that say about you and how you treat your customers?

You may think of your website as a static representation of your company, the user thinks of your site as an interactive tool. Due to this, it's very important that you approach web development in Madison, with your audience in mind. The consumer wants to feel like they have made a connection with you rather than just viewing a static page of information.

So how do you accomplish this when planning Madison web development?

First, think about the different kinds of users you will attract. Some people may simply want to browse the pages with little or no action on their part. They may not be there to purchase anything, but instead to research an interest. So you need to provide a user friendly atmosphere for these visitors. This comes in the form of high quality content. If these people return time and again to do research on your site, they are more likely to buy something at a later visit.

The other type of use online is to take some sort of action, either by purchasing an item or enlisting a company to provide services. For this visitor, not only do you need to provide a smooth and error-free check out procedure, customizable search feature, and easy site navigation, but you also need to give them a way to interact with you.

This interaction goes beyond the standard contact page. The users who are making purchases, or even the people who return time and again for your expertise, are your best sources of feedback. You want their opinions on everything from the quality of goods sold to the preferences of navigation bar styles. They can help you discover new trends and to identify out of date offerings on your site.

For this kind of feedback, you need to bring the customer to your site in a very interactive manner. This can be accomplished through message boards, forums, and surveys. You can also compile an email list of visitors to receive regular newsletters that allow for feedback. Other good ways to get customers involved in the site is by holding contests for free items or services.

Above all, always respond to email you get from your users. Do not let the time and effort they invested in interaction with your company be in vain. Thank them whether their comments are positive or negative. A negative comment can actually help you more than a positive one can, by pointing out where improvements can be made.

This article was written by S. Reeves Morris. Mr. Morris runs the Internet technology company New Media headquartered in Denver, Colorado, with offices in Madison, Wisconsin (<http://www.NewMediaMadison.com>), which for 11 years has been dedicated to helping businesses succeed online Mr. Morris is a Search Engine Optimization (SEO) Expert who is always updating his skill set with the latest Search Engine Optimization and Link Building Techniques.

### About the Author

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