

Complimentary

DESKTOP PUBLISHING

E-MAIL MARKETING

WEB DESIGN

E-ZINE

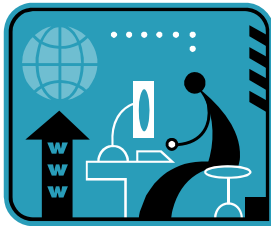
ARTICLES

- ▶ **WIN OVER FAILURES AND BE A BETTER WEB DESIGNER**
- ▶ **THE TOP 5 WAYS YOU ARE DRIVING TRAFFIC AWAY FROM YOUR WEBSITE**
- ▶ **ENTREPRENEUR OPPORTUNITIES ONLINE – LET DESKTOP PUBLISHING WRITE YOUR PAYCHECKS**



Brought to you by
EVOLVE WEB DEVELOPMENT
and RED LANE DESIGN





Win Over Failures and Be a Better Web Designer

By MANISH RAWAT

All success stories start from a tale of failure. But it wholly depends on the person how small he wants that tale to be, and keep on continuing his quest for success. Ask those who are successful and famous, how many times they had failed before getting their first success move right towards the target?

For web designers, there could be many tips which they need to keep in their mind 24x7, but the points below, may sound simple but must prioritize among them all. I am saying this, not because these bullets are coming right away from my pen. The reason you may understand after reading till the bottom of the page.

Till now you might have come across many headings and tags like, 'Tips to become a good web designer' or '10 tricks to create awesome designs' etc. But there is nothing like that with this article. Here I have tried to jot down some very simple mistakes which people know but still fall to them.

1. Failure to update

- (a) Failure of keeping your site updated lowers the chances of your visitors to re-visit your site and hence you lower the popularity of your website.
- (b) No body is interested in stale or redundant news. So keep your site full of current news, widgets, tools and techniques.
- (c) Data updating could be one way among many to keep your visitors glued to your site.

2. Failure to check the market

- (a) Keep an eye on the market trends, what's new has come or what is out of the trend. It is very important because the world over Internet is so quick in changing its preferences that it keeping up with its pace is a maneuvering task.

- (b) A constant change in approach is the new mantra to keep up the 'uniqueness'. So be on your toes and stay alert.

3. Failure to maintain

- (a) Many websites contain nested font tags and basic HTML errors, which could be corrected easily.
- (b) Simple typo errors, wrong alignment, broken error links etc., can create a bad impression over users.
- (c) The power of Internet has made websites so vulnerable that even before acknowledging any mistake, it gets nagged by many, resulting in the negative publicity of the web site.

4. Failure to make content stand-out

- (a) Don't stuff too much advertisement on your website. Too much advertisement on your web site can give it a spammy look rather than informative or professional.

Pixelcrayon, a web design company delivers services like custom web design, web maintenance, PSD to XHTML conversion, template customization, e-commerce solutions and offshore outsourcing.

Article Source:
<http://EzineArticles.com/?expert=ManishRawat>



The Top 5 Ways You Are Driving Traffic Away From Your Website

By: [Krysti Horwitz](#)

You may be giving yourself a pat on the back because you have created a website for your business, just like everyone has advised. That won't matter if you have committed some of the most common mistakes that will have your visitors searching for the "back" button. If you notice you are getting traffic to your site, but have little to show for it, the logical conclusion is that your visitors do not like what they see. Let's go over some of the common website design mistakes.

Here are the top 5 reasons you are driving traffic away from your site:

Too Much Information

You have decided to include so much information on your home page or landing page that your visitors are feeling overwhelmed and unsure about what to do, where to go, and what this site is really all about. Keep it simple!

Lack of Personality and Emotion

Remember you are dealing with real people here, so put yourself in their shoes. If you are just focused on getting the facts out, you will have a hard time keeping visitors. Think about adding pictures, stories or testimonials. These are simple ways to bring personality to your site and touch on the emotions of your visitors. Be relatable.

Too Flashy

You have banner ads flashing who knows what, asking your visitors to "Click Here!" This is a big no, no. You've also decided to use what you think is a nice pink and brown color combination. It may be beautiful to you, but consider sticking with neutral colors. Blue, grey and white are all considered neutral.

No Call To Action

When you have people visiting your site, what are you asking them to do? There should always be a call to action. Without a call to action, visitors will be aimlessly browsing and after a few short seconds, they will be bored and click away.

No Opt-In Box

Having a place to collect visitor information is a must (hint: this can be your call to action). You need to offer something to your visitor to entice them to leave their name and email. This can be a newsletter, a "members area" with coupons or discounts, or anything that will be attractive enough to get visitors to opt-in. This is a great way to start a relationship with your site visitors.

Make the necessary changes to keep your visitors happy and coming back for more. You can do this by using tracking the activity on your website. Tracking allows you to know if your efforts are generating the results you desire. Take control of your results and know what is working and fix what is not working.

Brian and Krysti Horwitz are professional marketers & successful entrepreneurs. They are experienced coaches and consultants in the internet marketing arena teaching proven strategies and techniques that have created millions. To learn more visit:
<http://www.bkhorwitz.blogspot.com>

Article Source: http://EzineArticles.com/?expert=Krysti_Horwitz

ENTREPRENEUR OPPORTUNITIES ONLINE – LET DESKTOP PUBLISHING WRITE YOUR PAYCHECKS

By [CHRISTOPHER JOHN SHARPE](#)



One of the hottest new entrepreneur opportunities online is Desktop Publishing. Before the Internet became a popular way of doing business, businesses had one choice when it came to their publishing needs, going to expensive print shops to have their designs printed on business cards, flyers and brochures. For the new small business owner this can be costly and such materials can make or break the success of their fledgling businesses.

With the steadily increasing popularity of desktop publishing and doing business online, there is now a more affordable option for business owners. High end color flyers and business cards are now affordable options for even the smallest businesses.

If you own a computer, a good quality printer, and any sort of desktop publishing software you can create stationary, business cards, and brochures and while they will not rival the quality of large print shops, they will certainly be professional enough for the average business.

An education is not essential in desktop publishing but depending on whether you are trying to get hired by another company or simply want to create your own business, it can be useful if you are after top dollars for your work.

You will need to know a bit more about your computer peripherals such as your scanner and printer than the average person, since these are 2 of your most essential tools, make sure to take the time to read up on how to use this equipment properly.

Other requirements for this job include working knowledge of good quality desktop publishing software, and good all around artistic skills. There are a lot of critical decisions you will need to make about design, balance and other elements regarding the final product, so being able to identify weak elements in your work and correct it is critical to your success.

Finding work depends on what your vision for your business is, but job boards and freelance hubs are a good place to start, just be sure you have a solid portfolio available to show prospective clients. Having your own website for your business is equally important, you will find as your skill and reputation grows that your clients will come to you through your website.

Do not forget about business owners in your own town either, take samples of your work to show them, more than likely many of them would love to have the services of an affordable independent desktop publisher.

Desktop publishing employed over 30,000 people last year and that figure is expected to grow as doing business over the Internet continues to grow in popularity. As costs rise and keeping businesses open becomes more of a challenge, the demand for independent contractors that can keep their costs low by cutting the expenses of buildings, and equipment will rise, leaving wide open opportunities for the entrepreneur online.

If you need money now, like I mean in the next hour, try what I did. I am making more money now than in my old business and you can too, read the amazing, true story, in the link below. When I joined I was skeptical for just ten seconds before I realized what this was. I was smiling from ear to ear and you will too.

Imagine doubling your money every week with no or little risk! To discover a verified list of Million Dollar Corporations offering you their products at 75% commission to you. Click the link below to learn HOW you will begin compounding your capital towards your first Million Dollars at the easy corporate money program.

<http://www.makeamilliondollarsayear.com>

