

Picture Perfect

An old proverb says:

“A picture is worth a thousand words”

...and you should be glad because if you had to put 1000 words on your web page no one would read it. The web is a visual media and like print you can use vivid images to convey your message. And well suited for speedy web surfers, that on average glance at a webpage of only seconds before deciding to stay or go.

A single image delivers large amounts of information in a very short time. We can perceive the image all at once, unlike reading, where the message is delivered sequentially and requires “work” to read through the words.

Good design is essential. Using professional web design services can be vital to your sites success. A professional web designer will skillfully architect your site. They know what makes a website great — organized content, intuitive navigation, and visual appeal. With these ideas in mind, the professional designer can create a clean, professional design for any type of business or organization.

Images evoke emotion, and people buy on emotion. So if you are selling a product, service, image or idea; use a picture, it saves 1000 words.

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