

Toronto Website Design And Home Page Design Service

In **Toronto web site design**, attention to detail is one of the most important parameters to ensure a successful project from beginning to end. No stone can be left unturned as everything needs to be perfect in order to have a final product that you can be proud of.. But creating the website is only part of the whole process. Other factors need to be taken into consideration such as target audience and demographics. The software platform used for the site is also crucial depending on your needs and what you are trying to achieve, the two basic formats are basically static or dynamic web sites. Another very important aspect of good web design & development is the marketing strategy, this alone is a totally different ball game from the website's development process.. Web page marketing can done both online and offline. It can be paid for or organic (SERPS). SEO or SEM strategies can be broken down to on site optimization and offsite promotion. You will also need a web hosting solution for your site and it is important to pick the most appropriate web hosting features to match your website's theme and objectives. We are Canada's leading experts in Joomla, Wordpress and Drupal and can offer you some very affordable website design rates. Although we are based in Vancouver BC, we can assist you in every major Canadian cities including but no limited to Toronto, Ottawa, Calgary, Edmonton, Regina, Saskatoon, St Johns and more. We have some web designers available in all these Canadian cities.

Web site design graphical elements

What colors are you looking for your website design? Do you need a logo? What kind of navigation are you looking for? As in any graphic design projects, the colors and shape of a home page need to be taken into consideration before starting the development project and will depend not only on your professional graphic designer but on what theme you are looking for. This in itself can be very complicated as you really need to find the "essence" of your future webpage. If the site is about dating you might choose a pink or red color, if the site is about sports cars you might want something like black or yellow. For a corporate web site you will need to find some conservative color combinations to give your graphic designer. How big do you want your web page to be? Do you want it to fill the screen, on the right, on the left? What is your target audience? If you are planning a multimedia website for professionals (especially visitors like graphic designers) you might want to make it bigger to fit large flat screens (most graphic design professionals use large screens). What kind of navigational elements are you looking for? Making these decisions will also depend on what CMS you are using, Joomla website design, Word Press web site development and Drupal web creation are all very different. Please contact us for a free quote on your Toronto web development project.

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Website Software Platform

Most modern home pages use CMS systems but sometimes a plain static HTML website is needed. Designing static HTML websites is usually simply and less expensive than complex CMS sites but not necessarily. Adding flash and fancy graphical effects and custom animated gifs can add to the final price tag of the web site design rates. If you opt for a CMS the major players are Joomla, Wordpress, Drupal and PHP nuke. A multitude of other CMS (Joomla is usually the best) platforms are also available over here on this complete list of available CMS systems out there. But basically, Joomla has 5000 extensions and is the most powerful content management system with the largest community, Word Press comes in second place with easy user usability and then Drupal in third place for specialization. A CMS designed website will allow you more flexibility and allow you to build ecommerce websites at more affordable design rates than building them from scratch. Other common uses are social sites, retail sites, subscription sites, photo gallery sites and much more. Sometimes you might also need simple home page, a mini five page website or brochure website to add to your business cards or flyers, we can also assist in designing this type of simple, cheap, affordable website/homepage.

Marketing Strategy - Toronto SEO -Toronto SEM

What is your website's target audience? What are your marketing objectives? Do you want immediate sales or do you have time to wait for your website to naturally and organically climb search engine results? Are you using Joomla, Drupal or Wordpress? For immediate results you will need a PPC campaign with the three major players, Adwords, MSN Adcenter and Yahoo marketing. This will allow you to buy traffic for your web site and get instant results. However, the CTR and conversion ratio will usually be higher for organic results than PPC. It takes longer to get on top of search engines naturally but the results are better. The cost of SEO/SEM will vary greatly depending on the industry of your website. The more competitive the industry the more SEO/SEM will cost you. A good way to save money on your SEO/SEM services is to geotarget your audience. This is especially helpful for Canadian web pages and Canada is less competitive than the USA. You also need to set some realistic goals, you need to choose your keywords properly. SEO/SEM can be done both online and offline. Online SEO strategies involve code and content while offline strategies involve linking and traditional media. On site SEO campaigns will also vary according to the CMS you are using, Drupal, Joomla and Wordpress all have their own SEO advantages and disadvantages. [Read More...](#)

Toronto Ontario (GTA) Web Hosting

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Once your website has been designed and fully developed you will need to put it online. What web hosting solution will complement the design and development of your website? This will depend a lot on the CMS platform that you have chosen. Fortunately, Joomla, Wordpress and Drupal can all be installed via Fantastico cpanel. Cpanel is the industry leader for managing and hosting websites. Installing Joomla, Word Press or Drupal manually takes a lot of work but they can be installed in one click using Fantastico via cpanel. We offer three hosting packages, self server, full serve and dedicated server. The kind of webhosting package you choose will depend on your level of expertise. Self serve hosting is definitely not for beginners and should only be handled by seasoned experienced webmasters. In most cases we recommend full service hosting as it is the most economical web hosting solution. Web hosting can be done both in Canada and the USA. Sometimes hosting a .ca domain name is better hosted on a Canadian server but not necessarily. [Read More...](#)

Web Site design Rates Toronto

How much does it cost to have a home page designed and developed in Toronto? Web site design rates are quite difficult to give our clients because so much is involved in the development and design process. Hundreds of factors have to be taken into consideration. Static or dynamic sites? If using CMS, will you use Word Press, Joomla, Drupal or maybe even PHP Nuke or Concrete 5? The cost of a website can vary between \$250 to thousands of dollars. The only way to give you an accurate site design quote is to get as much information from you as possible so we can give you an accurate web page development quote. What technology will be required of your webmaster? Will you need extra animation from Flash or maybe animated GIFs? How many pages do you need the site to be, do you need the content to be written for you? What is your website design budget, the webmaster will need this information to choose the appropriate CMS solution be it Joomla, Word Press or Drupal. This will also help us determine if a static html website might be more in line with the money you have allocated for your project. Joomla sites require extensive css modifications, WordPress has numerous templates available that can be modified with HTML, Drupal uses a combination of both. HTML static internet site can be built at more competitive costs but then again it will depend on the functionality you are seeking.

Canada Web Development rates

We offer website design services in every major Canadian cities. We can assist you in Joomla web site design in Calgary, we are also experts at Drupal and Wordpress website development in Calgary and all major cities in Alberta. In Ontario we create websites in (GTA) Toronto, Ottawa, Hamilton, Duram, Halton, Peer and York. As with all other Canadian cities where we offer web site design services development includes all major CMS platforms of Joomla, Drupal and Wordpress.

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