

Imagine your sales copy in an environment that can be as professional, beautiful, or unique as you want it to be

Developing web sites with style

CSS is the key to your web site's success

Cascading Style Sheet (CSS) technology is a gem of the Internet that has been nearly buried in the rapid, chaotic growth of online content.

Simply put, CSS is a universal method of separating the text content of a web page from its graphical presentation. Its importance as a design standard for the developing Internet has been widely acknowledged.

But the academics that develop these standards might never tell you how tremendously useful CSS can be as part of your marketing strategy.

You'll soon see how a CSS-based design for your web site can put you far ahead of your competition.

What CSS can do

A CSS file resides on your web site along with your pages of HTML. When each of your web pages link to this file, they automatically adopt all the visual characteristics that are defined in the file.

These characteristics describe the appearance of any component of a

web page. CSS files can also specify how material is positioned on a page.

This can include graphical elements such as headers, logos, colours, and page backgrounds—all of the elements that make up a sophisticated web page design.

The result is that all of your web pages can have the same “look and feel” that matches your unique business image simply by using a custom CSS file developed just for your site.

What you can do with CSS

With a CSS design, all that's left for you to do is create the text that will plug in to your web site template.

When you're ready to post new copy to your web site, just add a few HTML tags in a text editor and include your CSS file to arrange a perfect layout.

You'll also have the freedom to have different style sheets for different areas of your web site. The *cascade* in CSS means that style sheets can refer to other style sheets, so the appearance and navigational features of each section can be a different expression of your primary design.

The result is a simple design that's functional, economical, and incredibly easy to modify and to extend.

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With your CSS design, you won't need to hire a web designer to create new pages

Five extraordinary benefits of CSS design

Never mind the prestige you'll get from having a web site design that's compliant with the most demanding content specifications on the Internet.

The benefits enumerated below will save money for your business, reduce development times, and give you a marketing advantage *today*:

1. No cost for new pages

Once your CSS design is established, you won't need to hire a web designer to create new pages. You'll only need to compose the text for those pages and add a few markup tags.

Even if you've been preparing your web layouts yourself, you'll be able to devote the time you would have spent regenerating a consistent layout to creating great web site copy.

2. Less overhead for updates

You won't have to redesign every page when your web site needs a new image. All you will need to do is to update the CSS file and all your web pages will automatically follow the new pattern.

If you need to change an image, a colour, or a text font style on all of your web pages, just edit the CSS file and the changes will be applied across your entire web site.

3. Rapid content deployment

When you have content that needs to get out in a hurry, just drop your hot-off-the-press text into an HTML file and it instantly becomes part of your

consistently styled web site.

4. Search engine placement

Search engines such as Google™ give consistently higher rankings to sites with lots of pages, and due to point 3 above you're bound to meet this goal.

Also, Google may not index pages that don't meet HTML coding standards. You won't ever have to worry about this with a CSS-based design.

5. Beauty of form and function

Consider for a moment the artless web site designs that you've seen and how eerily similar online sales copy can seem after you've seen so many of the same junk-mail presentations.

Then try to imagine your sales copy set within a design environment that could be as professional, as beautiful, or as unique as your business itself: a style to truly reflect the image you want to have with your customers.

With this in mind, visit the CSS Zen Garden (<http://csszengarden.com>), where the same HTML page is shown through over a hundred CSS designs, to see the full range of possibilities.

Then, most importantly, imagine how you'd like your web site to be.

Be an early adopter

Contact CoTangent today to develop a top-quality CSS web site design and to identify other strategic marketing tools to propel your business forward.

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