

Customizing your site

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Each site that is built is wrapped over a web application. Your site works in a modular way, meaning that if you needed to add e-commerce, chat, forum, photo gallery, etc. in the future it can be done without altering your code or your design. I realized that web sites that isn't built to expand becomes a real problem when these options are required. Customizing your site and catering to your changing needs is very important as your business expands.

From my experience, most web sites are often changed during its course after start up; people learn what is needed and what isn't. They also realize what people want opposed to don't want. To make a successful web site, it shouldn't be a one time thing. It's often an on going project with lots of support. Think of it as a brick and mortar store. You don't leave items on the shelf that doesn't sell. Why leave stuff on your site that is collecting dust?