

Introduction: Advanced Web Development

In this unit, you will be introduced to advanced web development concepts and tools.

The goal of this unit is to introduce you to some advanced web development concepts and tools that will help you take your web applications to the next level. You will learn how to style your web apps and make them discoverable using search engine optimization (SEO) techniques. You will also get an overview of build tools to package your applications for release.

After this unit, you will be able to:

- Style your web apps using CSS-in-JS with Emotion
- Make your web apps discoverable using search engine optimization (SEO)
- Build your web apps
- Optimize your web apps
- Understand real-time connectivity with Web Sockets

Learning is social. Whatever you're working on, be sure to connect with the Codecademy community in the [forums](#). Remember to check in with the community regularly, including for things like asking for code reviews on your project work and providing code reviews to others in the [projects category](#), which can help to reinforce what you've learned.