Web Development

Speaking

1. Have you ever created a website?

2. What makes a website easy or difficult to use? What makes it interesting?

A web developer's work

Andrea Pinheiro da Silva is a web developer who is well known for the websites she has developed. Her websites have won several awards. Here, she describes a recent project.

'Recently, I worked on a project for SLFan, a fan club for the *Space Liberator* game. There were a few other sites for fans of the same game, so it was important that it looked exciting and dynamic, to get more site visits. The customer also wanted their new site to have two different areas: a public one for general content and a private one with premium content for paying fans.

We decided to use a combination of PHP, HTML5 and MySQL. PHP was chosen to keep costs down (it's open source) and for its flexibility. It's also very versatile: it integrates easily with many other website tools. We mainly used HTML5 for multimedia content but also used other systems so that the site can be viewed on many types of devices, including mobile devices. And MySQL was just right for the private area: forum posts and other private data can be stored in the MySQL database.

Speaking of mobile devices, one of the challenges was to make the site viewable on mobile phones and smaller tablets. We had to make sure that every page can be seen in mobile format. We also had to work on SEO because high search rankings were required. That involved working closely with SLFan.

The end result was a website that the customers were very pleased with. They were great people and real fun to work with!'

Find words that match these definitions:

1. ………………………….: is a computer software through which users have the rights to use, study, and distribute the software and its code.

2. ………………………….: able to adapt to many different functions or activities.

3. …………………………..: a relational database management system developed by Oracle.

Find words that match these definitions:

1. Open source: is a computer software through which users have the rights to use, study, and distribute the software and its code.

2. Versatile: able to adapt to many different functions or activities.

3. MySQL: a relational database management system developed by Oracle.

Play and discuss

U I (elements users will see such as colors, typography, graphics, animations,	**U E D** (improve usability, accessibility and on-site experience)	**I A** (how information is organized on a website)
U j (a journy that visitors take when using a website)	**W F** (Area that can be viewed by its external visitors)	**W b** (The administration area of a website reserved for its developers)
B c (content and text used within a webpage	**W t** (pre-built web design)	**N** (webpages or menus that allow uses to navigate through a website)
U (how good is a website to a user)	**F** (features and functions on your web pages)	**C to A** (A button or link that encourages users to take action

Play and discuss

User Interface (elements users will see such as colors, typography, graphics, animations,	**User experience design** (improve usability, accessibility and on-site experience)	**Information architecture** (how information is organized on a website)
User journey (a journy that visitors take when using a website)	**Website Frontend** (Area that can be viewed by its external visitors)	**Website backend** (The administration area of a website reserved for its developers)
Body copy (content and text used within a webpage	**Website themes** (pre-built web design)	**Navigation** (webpages or menus that allow uses to navigate through a website)
Usability (how good is a website to a user)	**Functionality** (features and functions on your web pages)	**Call to Action** (A button or link that encourages users to take action

Projects: Create & present your website

Domain Name

Niche (education, travel, food, ecommerce, ….

Front End

Back End

Marketing strategies (Paid ads, SEO, social media….

Niche (Dev201)

Real Estate   (Construction)   Travel (Taoufik)

Food (Abou Elouafa)   Web Solution Agency (Darrhal)

Technology (Harit)   Transport (Mandar)

Finance   Fitness (Makkour)

Health (Kerrami)   Beauty (As-saker)

Fishing   Video games (Dayrek)

Gadgets   Pets (Khalfi)

Ecommerce (Aalla)   Entertainment

Education   Social media (Akli)

Live videos (Kotbi)

Niche (Dev202)

Education (Baya)

Food (Ait Said)

Art   (Jaouik)

Finance

Health (Ait Lahsen)

Fashion (Atfi)

Gadgets

Ecommerce (Akabour)

Travel

Ecommerce (Kech-chaf)

Transport

Fitness (Oumhdi)

Beauty (brik)

Video games (Chibani)

Pets