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The Importance of Web Standards

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What'll I be banging on about?

- What web standards are

- Why they're important

- How this benefits developers

- How this benefits website owners

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What I won't bore you with...

- Code example
- Financials

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What are web standards?

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"Web standards are the formal, non-proprietary standards and other technical specifications that define and describe aspects of the World Wide Web."

—Wikipedia

So what are the benefits?

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"[Web standards] reduce the cost and complexity of development while increasing the accessibility and long-term viability of any site published on the Web."

—Web Standards Project (WaSP)

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HTML is central to the web

- HTML is a means of delivering content every web browser can understand

- Used correctly, it describes that content accurately to the web browser

  ‣ Essential for accessibility

"The power of the Web is in its universality. Access by everyone regardless of disability is an essential aspect."

–Tim Berners-Lee

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Universal access

- Opening a site up to everyone
  - ▸ Ability
    - – Visually impaired
    - – Keyboard only
    - – Search engines
  - ▸ Connection
  - ▸ Device

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Methods of accessing content

- Laptops
- Tablets
- Smartphones
- Desktops
- Games consoles
- Televisions

- Screen readers
- Keyboard only
- Read-later services
- Car dashboards

- Combination?

"Whatever the device you use for getting your information out, it should be the same information"

–Tim Berners-Lee

Makes collaboration easier

- Everyone's on the same page

- Unsure? Check the spec (XHTML or HTML)

- Saves time on a project

- Not tied to one developer's methodology

Forward compatibility

- If your code works and validates now, it's more likely that it'll always work

- Over time, maintaining well written code is relatively straightforward

Aiding maintainability

- CSS
  - ‣ Separates content from styling
  - ‣ One tweak can cascade through a whole site
  - ‣ Enables sematic markup– no more misusing HTML tags to achieve a particular style

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"Content precedes design. Design in the absence of content is not design, it's decoration."

–Jeffrey Zeldman

Content-focused development

- Start with HTML only

- Build your CSS (and JavaScript) on top

- Enhance experience for modern browsers

- Old browsers and alternative technologies will still be able to access content

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Benefits of web standards

- Reduce the development time
- Works in every browser
- Future friendly

- Save development costs
- Reach as many potential customers as

Save time, effort, stress and money by adopting a standards-based approach to your websites

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