**Introduction**

Web development is a field that rapidly evolves, and web developers continuously need to keep themselves updated of new techniques and trends regarding the subject. The visual design and functionality of websites has gone through a great change since they were introduced, and the number of users on the Internet has increased immensely. Almost every company or organization has a website, and an excessive amount purchases are being done through Internet based services. Internet and website browsing is an important part of the contemporary lifestyle, which stresses the need for efficient and proficient techniques concerning web development.

There are an enormous number of websites on the Internet, why measurements are needed in order to attract visitors. It is probably not enough to merely develop a website and promote it through various marketing channels in order for it to become successful. Websites should preferably be easy to use, visually pleasant and more depending on the indented audience. Furthermore, people today largely use other devices than desktop computers to browse on websites, such as smartphones and tablets, which introduces new challenges regarding web development.