**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 the early beginning of webpages, and the number of users on the Internet has increased immensely. Most companies, or organizations today, have a website, and various types of Internet services provide a platform for online purchases. Website browsing is an essential 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 which suggests the need of measurements to attract visitors. It is probably not enough to 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 intended 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.