**Learn How to Code and Build a Unique Website the Popular Site Builders Can't**

If the standard platforms aren't cutting it, it's time to build your own.

By [Entrepreneur Store](https://www.entrepreneur.com/author/entrepreneur-store)February 26, 2021

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The vast majority of websites are built on platforms like [WordPress](https://www.entrepreneur.com/article/354063" \t "_self). Digital entrepreneurship is easier than ever these days thanks to white-labeled services like WordPress, Shopify, WooCommerce, and other business-optimized platforms. But if you have unique business needs or you know precisely what you want your website to deliver, standardized platforms might not meet your needs. If that's the case, it's time to learn how to build your own website. The [Backend Developer Bootcamp Bundle](https://store.entrepreneur.com/sales/the-backend-developer-bootcamp-bundle?utm_source=entrepreneur.com&utm_medium=referral&utm_campaign=the-backend-developer-bootcamp-bundle&utm_term=scsf-471875&utm_content=a0x1P000004ZC5cQAG&scsonar=1) can help.

*Lala Azizli/Unsplash*

This five-course bundle can help you build your own backend to a website, allowing you to customize everything that your website can do. The bundle is led by Avetis Ghukasyan (4.5/5 instructor rating), a Wentworth Institute of Technology computer scientist with years of web development experience.

In these courses, you'll take a deep dive into several backend technologies, including C#, SQL, .NET Core, and more. C# is one of today's most important programming languages, used in games, mobile apps, desktop apps, web apps, and more. Here, you'll learn C# fundamentals by actually building apps from scratch that will solve real-world problems. Additionally, you'll use Dapper in .NET to make gathering and managing data in a SQL database easier than ever, use MVVM to create intuitive forms, create and manipulate Excel worksheets via Open XML, and much more. A website's backend is all about managing data and user access, and you'll learn how to make your website more usable than ever.

Give your site an upgrade by learning how to code a unique backend. Right now, [The Backend Developer Bootcamp Bundle](https://store.entrepreneur.com/sales/the-backend-developer-bootcamp-bundle?utm_source=entrepreneur.com&utm_medium=referral&utm_campaign=the-backend-developer-bootcamp-bundle&utm_term=scsf-471875&utm_content=a0x1P000004ZC5cQAG&scsonar=1) is just $29.99.

*Looking to diversify your investments in 2021? Check out [DiversyFund](https://stackmedia.io/?utm_source=2a5b0cv3972&utm_medium=1a0b0cp327&utm_term=scsf-473958&utm_content=100-a0x1P000004ZE81&pub_id=3468" \t "_blank) to start dipping your toes in private real estate for as low as $500.*

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**The One Tool We Need to Solve 2022's Biggest Problems Is Already in Our Hands**

The open web is messy and imperfect, but it's stronger than ever.

By [Zack Rosen](https://www.entrepreneur.com/author/zack-rosen)March 7, 2022

*Opinions expressed by Entrepreneur contributors are their own.*

What if the only platforms available for publishing news were Facebook and Apple’s App Store?

*Morsa Images | Getty Images*

That’s the scary reality we’d be facing if the open web ceased to exist. It was originally designed to enable a global commons, to be bigger than any country’s government and to be free of gatekeeping. Today the open web comprises vast swaths of independent internet properties that are free to create value for their users and customers as they see fit.

And I believe it’s one of humanity’s most important tools in tackling society’s biggest problems: pandemics, the future of western democracy and climate change. With the power and freedom of the open web, we’re able to empower the kind of creative iteration needed to address these immense challenges.

Not everyone is as bullish as I am on the potential of the open web. In fact, [many have decried its decline](https://news.ycombinator.com/item?id=23026998) in recent years, as closed platforms have gained market share and mindspace. For most people, it’s not even something they think about; we’re apt not to pay attention to vital services like the open web — until they suddenly go missing.

But I believe the success of the ecosystem is more important than the success of any one company. And, contrary to popular perception, in many ways, the open web is stronger than ever.

Here are four reasons I’m optimistic about the open web (and the future) right now.

**We’ve got big problems to solve. And the open web offers the best way forward**

It goes without saying that Covid has been one of the biggest challenges we’ve faced in our lifetime. But imagine if the only way we could communicate about the pandemic — and collaborate on solutions — was through popular social media networks.

From the [rampant spread of misinformation](https://www.vanityfair.com/news/2021/09/facebook-was-no-match-for-the-scourge-of-covid-lies) to straight-up censorship of sensitive topics, social media networks have played a primary role in shaping our understanding — and misunderstanding — of Covid. Some have effectively throttled information at their whim, or conversely, have enabled the propagation of fake news.

Fortunately, the open web today represents a robust and vital alternative for information sharing.

My experience using the open web to empower Covid-related data sharing happened early in 2020. U.S. states faced shutdowns amidst a climate of information scarcity. I was part of a team that designed and launched [Covid Act Now](https://covidactnow.org/" \t "_blank), a realtime map and vaccine tracker designed to facilitate data collection, modeling and information sharing.

It became the default platform used by millions of people — including political leaders, heads of public health and even the military. It's a project that embodies the true purpose of the open web — where freedom of information ranks high above profit.

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**The underlying technology of the open web is more powerful than ever**

Contrary to popular opinion, the open web is not built on neglected platforms or obsolete tools. It’s a living entity that is regularly iterated and improved upon by developers around the world. And the irony is that many of the biggest digital companies — including the walled gardens we all use daily — [are investing hundreds of millions in the open web](https://www.wired.com/story/how-facebook-has-changed-computing/) because they need it to deliver best-in-class experiences.

Case in point: Facebook created one of the most valuable technological innovations the open web has seen in recent years — [React](https://reactjs.org/), an open-source JavaScript library that makes front-end development faster and more flexible.

It’s become the [most-used platform for open web developers](https://www.statista.com/statistics/1124699/worldwide-developer-survey-most-used-frameworks-web/) and has led to vast improvements in open web powered experiences for [companies like Amazon, Netflix, Airbnb, Uber and Amazon](https://stackshare.io/react). Why would Facebook pony up for the open web? In essence, they too needed a way to circumvent restrictions imposed by closed systems like the App Store.

**Even those who don’t know about the open web inherently understand its value**

We all know what freedom feels like online — that ability to create and publish at will and to share our opinions. Or, to follow our interests without restrictions or fear that our information will be used against us. Wikipedia is perhaps the most obvious example of what the open web is capable of.

Freedom is one of the fundamental principles of the open web. And, it’s one of those things you inherently feel when it starts to fray — any time access, information and digital rights are restricted. (Just look at how [journalists covering the 2022 Winter Games](https://www.washingtonpost.com/lifestyle/media/journalists-beijing-olympics-china-covid-restrictions/2022/01/19/35287322-7347-11ec-8b0a-bcfab800c430_story.html) are managing their technology and access to the web.)

We’ve all spent enough time online to know when something is amiss. Our digital Spidey senses start tingling when information feels slanted, suppressed or manipulative. And that’s precisely why open web sites will always generate traction and find followers.

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**By and large the open web works — despite its imperfections**

I know the open web isn’t perfect. Its unfiltered ecosystem of URLs can be messy, hard to use and perhaps even a bit scary. But it’s not the nerdy dreamscape it was in its early days. It’s got a lot going for it.

It’s democratized: anyone can get online and openly innovate. It’s infinitely scalable. And it’s powered by modern technology that is often free to use. I sometimes think of it as the universe’s most amazing Legoland for grownups (although kids routinely do amazing things on it as well!)

No, it’s not as beautiful as the well-funded walled gardens that Apple, Facebook and others have built. But it is a living, breathing, modern ecosystem built on the power of creativity, freedom and innovation that most of us rely on every day.

Most importantly, the open web puts globally-scaled solutions to the problems we face now and in the future within our grasp, and that’s worth fighting for.

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The business world has gone digital, especially since the Covid-19 pandemic struck. E-commerce [grew by more than 18 percent](https://www.digitalcommerce360.com/article/quarterly-online-sales/) in 2021 and there's little sign that will slow down. As such, entrepreneurs should be [looking to the web](https://www.entrepreneur.com/article/367657) to grow their businesses.

While there are many tools out there to help you leverage digital marketing channels or build websites, you won't be able to get the personal touch you're looking for unless you learn web development yourself. If you're looking to learn a new skill in 2022, [The 2022 Web Development for Beginners Bundle](https://store.entrepreneur.com/sales/the-2022-web-development-for-beginners-bundle?utm_source=entrepreneur.com&utm_medium=referral&utm_campaign=the-2022-web-development-for-beginners-bundle&utm_term=scsf-525576&utm_content=a0x1P000004UgRiQAK&scsonar=1) can help.

This beginner-friendly bundle includes eight courses and 30 hours of training from top instructors like Praveenkumar Bouna (4.6/5 instructor rating), Oak Academy (4.4/5 rating), and Brian Hussey (4.0/5 rating). You'll master coding basics and explore a number of exciting web development platforms as you grow your programming skills.

Starting out, you'll learn CSS3 without relying on frameworks, code snippets, templates, or plugins, allowing you to design a webpage from scratch. From there, you'll get up to speed with C++ and Object-Oriented Programming. You'll learn the characteristics of OOP, learn the basic control structures for programing classes, learn dynamic polymorphism, and much more.

You'll also become familiar with web development frameworks like Angular 8, Google Flutter Dart, Visual Code Studio, and more. There's even a course dedicated to OpenAI documentation, so you can connect to a massive host of web APIs to improve your site's interactivity and capabilities. Before you know it, you'll be able to build a comprehensive, user-friendly site from scratch.

Start your web development journey today. For a limited time, you can get [The 2022 Web Development for Beginners Bundle](https://store.entrepreneur.com/sales/the-2022-web-development-for-beginners-bundle?utm_source=entrepreneur.com&utm_medium=referral&utm_campaign=the-2022-web-development-for-beginners-bundle&utm_term=scsf-525576&utm_content=a0x1P000004UgRiQAK&scsonar=1) for just $29.99 (reg. $1600) and start building your business's digital presence fast.

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Digital is the new normal. From organisations to individuals, digital presence is now a matter of survival and existence. More than 15 billion people access Facebook daily. From such social networking sites to instant messaging apps such as WhatsApp, the entire world is going digital, fast and furious.

In India, even in rural areas, people have access to the internet through mobile phones. Hence it is only natural that internet penetration is making digital an indispensable reality. And as more and more people are introduced to the internet, mostly through mobile internet even children and teenagers are becoming netizens.

The digital reality is here to stay and business communities particularly have to be conscious of this fact, in order to stay relevant. Digital presence of a company is now not only critical but indispensable. If you are not on the net, you are nowhere. A dynamic website of your company, social media pages and other online promotions are the only way for survival.

**Domains Should Legally Belong to You or Your Company**

However, according to **Pramod K Maloo,**founder**Kreative Machinez,**a digital hub for business promotions and marketing, in their haste to establish a strong digital presence, many end up in taking wrong decisions by opting for digital service providers with questionable intent. This is particularly true when one buys a domain for his/her company website.

“You should never, ever let a web developer buy a domain name for you. Even if he/she does so, they should be registering the domain name \*in your name\*. The only exception to this is when you've given them a business name. In that case, have someone from your company listed as the point of contact. At most, the developers might need to list themselves as the technical or administrative contact if they're on retainer-ship to provide those services long-term. But the domain itself should legally belong to you or to your company,” warned Maloo.

**Sign the Agreement Only With Complete Understanding**

In many cases, the client looking for buying a domain often has a little familiarity about the technical part of it. Hence, it is the web developers who are in charge of the whole process. If they include hosting and domain in their outlays make sure you recognize that they take care of everything and sign the agreement accordingly.

It has been seen that even after being careful and taking due measures, one faces issues with web developers who may suddenly act funny and make unjust demands including money. Cases have been recorded where the web developers have held a site hostage when their clients tried to leave them.

“In such cases, the first step is to check under whose name the domain name is currently registered. If it is legally in your name, you may be able to retrieve it by approaching the registrar directly and filing a dispute. Usually, providing your ID will be enough to get them to reset a password for you,” advised **Sameer Desai,**Chief Strategy Officer and Founder,**Brand Launch Centre by Seagull**.

“However, if the domain is legally in the developer’s name, you'll have to take him to the civil court and decide if it's worth litigating,” he maintained.

**Keep a full backup**

Developers often allow their clients access to the site and sometimes also permit hosting rights, but for security of the site, they allocate restricted entry to site files and the hosting account.

“To be safe one has to keep a full backup of his/her current site in a place detached from the web developer's server. This can be done by the clients if they know what to do, or the developer can get it done for them. It’s as much for the client’s equanimity as it is for the developer’s,” counselled **Shubho Sengupta,**an independent digital brand consultant, who has previously worked with organisations like Ogilvy and Coca-Cola.

It is sensible to always rely on a written contract before allowing web hosting companies to book domain on your name. If web hosting companies are handling your business which is true in many cases, get an NDA signed. “Also have a clear understanding of the details you will get from them when you decide to part ways. These are, to say the least, the very rudimentary vigilance measures,” opined Sengupta.