**Module 2 – Fundamentals of World Wide Web**

**1. Difference Between Web Designer and Web Developer**

| **Web Designer** | **Web Developer** |
| --- | --- |
| Focuses on the **look and feel** of a website | Focuses on the **functionality** and code |
| Uses tools like **Photoshop, Figma, HTML, CSS** | Uses languages like **JavaScript, PHP, Python** |
| Designs **layout, colors, fonts, UX/UI** | Builds **features, logic, and database connections** |
| Creative/visual work | Logical/programming work |

Think of a web designer as an **architect** who designs the building, and a web developer as an **engineer** who builds it.

**2. What is W3C?**

**W3C** stands for **World Wide Web Consortium**.  
It is an **international organization** that develops **standards** for the web (like HTML, CSS, etc.).

Its goal is to ensure that the **web is accessible, open, and works for everyone**, across all browsers and devices.

**3. What is Domain?**

A **domain** is the **name** of a website that you type into a browser to access it.  
Example: www.facebook.com

It points to the **IP address** of a website's server but is easier to remember.

**4. What is SEO?**

**SEO** stands for **Search Engine Optimization**.  
It is the process of improving a website so it **ranks higher in search engines** like Google.

Goals of SEO:

* Increase **visibility**
* Get more **organic (free)** traffic
* Improve **website quality and relevance**

It includes:

* Using **keywords**
* Improving **site speed**
* Having **mobile-friendly design**
* Creating **quality content**

**5. What is SDLC (Software Development Life Cycle)?**

**SDLC** is a step-by-step process followed to develop software efficiently.

**Phases of SDLC:**

1. **Planning** – Understand what needs to be built
2. **Analysis** – Gather requirements
3. **Design** – Design how it will work
4. **Development** – Write the actual code
5. **Testing** – Check for bugs and issues
6. **Deployment** – Release the software
7. **Maintenance** – Fix issues and update after release

It ensures that software is developed **systematically**, with **quality** and **on time**.