

**INTERNSHIP REPORT ON WORKING ENVIRONMENT OF
PROFENNA TECHNOLOGIES LIMITED AT
MADURAI.**

Report Submitted to G.Venkataswamy Naidu College (Autonomous), Kovilpatti

In requirement of the partial fulfillment for the award of the degree of
Bachelor of Computer Applications

Submitted by

J.SANKARESWARI
REGISTER NUMBER :222CA139

Under the Supervision of

Mrs.R.LAVANYA.,M.C.A.,M.Phil.,
Assistant professor of the Computer Applications,



G.VENKATASWAMY NAIDUCOLLEGE(AUTONOMOUS),

DEPARTMENT OF COMPUTER APPLICATIONS

(Re-accredited by NAAC with 'A' Grade)

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)

KOVILPATTI – 628502

OCTOBER-2024

G.VENKATASWAMY NAIDU COLLEGE(AUTONOMOUS),

DEPARTMENT OF COMPUTER APPLICATIONS

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KOVILPATTI – 628502



CERTIFICATE

This is to certify that the internship report entitled “**A BRIEF STUDY ON HTML AND CSS IN WEB DEVELOPMENT**” of Ms. J. SANKARESWARI Reg. No:222CA139 in partial fulfillment for the award of degree of Bachelor of Science in G. Venkataswamy Naidu College (Autonomous), Kovilpatti is based on the result of the studies carried out under the guidance and supervision of **Mrs. R. LAVANYA MCA., M.Phil.**, Assistant professor, Department of Computer Applications, G. Venkataswamy Naidu college (Autonomous), Kovilpatti. It is further certified that this work has not been submitted elsewhere for any other degree.

Guide

Head of the Department

Place : Kovilpatti

Date :

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DECLARATION

This internship report entitled, “A BRIEF STUDY ON HTML AND CSS IN WEB DEVELOPMENT” has been done by me in the department of Computer Applications, G. Venkataswamy Naidu College (Autonomous), Kovilpatti. The contents have been presented in the form of dissertation submitted to G. Venkataswamy Naidu College (Autonomous), Kovilpatti in the partial fulfillment for award of Degree of Bachelor of Science in Computer Applications and no part of this work has been submitted for the award of any other degree.

Place : **Kovilpatti**

J.SANKARESWARI

Date :

(Reg.No:222CA139)

Submitted viva-voce examination

On _____

Internal examiner

External examiner

ACKNOWLEDGEMENT

I am grateful to all those who has been an inspiration and supported me for completing my “**INTERNSHIP REPORT ON WORKING ENVIRONMENT OF EMPLOYEES IN PROFENNA TECHNOLOGIES AT MADURAI**”.

I am highly indebted to **PRINCIPAL Dr. M. SUBBULAKSHMI** and **DIRECTOR Dr. G. VENKADASALAPATHI** for the facilities provided to accomplish this internship.

I would like to thank my department Head to **Mrs. M. GANDHIMATHI M.C.A., M.Phil., (HEAD AND ASSISTANT PROFESSOR OF COMPUTER APPLICATIONS)** and I think to my Guide **MRS.LAVANYA M.C.A.,M.Phil, G. VENKATASWAMY NAIDU COLLEGE**, for her continuous support and guidance throughout the internship. Her constructive, criticism, extensive comments and time dedication has a direct impact on the quality of this internship. She constantly assisted me in shaping and execution of my internship by giving me all the required data and support to complete my work and by constantly guiding during the period of internship training.

I would also like to thank **MR.M.KARTHIKKARUPPU** for their constructive criticism throughout my internship

I would like to express my sincere thanks to my Teaching and non-teaching staffs for offering me various resources and all those who helped me a lot in finalizing this project within the limited time frame. I would also thank my family and friends who had assisted me to complete my internship work and report writing for the concerned topic.

J.SANKARESWARI

(222CA139)

INTERNSHIP CERTIFICATE



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03 June 2024

To Whomsoever It May Concern

This is to certify that **Ms.J.Sankareswaria**, a student of **G.Venkataswamy Naidu college** enrolled in the **Web Development** program with Registration No.222CA139, has completed the internship at **Profenaa Technologies Private Limited** from **16.05.24 to 03.06.24**.

She has worked as a Web Developer Intern under my careful supervision and guidance. During the internship , she has demonstrated good skills with self motivated attitude to learn new things.

Wishing her the best of luck for future endeavors.

Thanking you,
For Profenaa Technologies Pvt Ltd

Mr. Karthikkaruppu M
Managing Director
Madurai Division

Profenaa Industrial Training Centre (PITC)
Industrial Training & Placement Engineering Services
No:37/1, Near Agarwal Eye Hospital,
Opposite Indian Oil Petrol Bunk,
A.A Road, Arapalayam Bus Stand,
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Ph: 70104 22310

INTERNSHIP PHOTOS



WORKDIARY IMAGE

INTERNSHIP TIME LOG

This sheet tracks the internship days for the semester. The student is required to complete a minimum of 15 days at the Internship over the course of the semester. Some Internship sites may require days in excess of the minimum. The supervisor will need to sign off each day verifying completion of the listed hours. Students should provide a copy this time log to the Head of the Department/Internship Coordinator at the end of the Internship.

J. Sankarasesan
Student's Name

Profenna Technologies Madurai
Internship Site

Mr. M. Karthikarajulu
Supervisor/Manager's Name

70104 22310
Supervisor/Manager's Ph.No.

Semester: IV

Start Date: 16/5/2024

	Date	Hours Completed	Supervisor/Manager's Signature	Remarks
Day 1	16/5/2024	2 hours	(Y). Sankarasesan	Good
Day 2	17/5/2024	2 hours	(Y). Sankarasesan	Good
Day 3	18/5/2024	2 hours	(Y). Sankarasesan	Good
Day 4	20/5/2024	2 hours	(Y). Sankarasesan	Good
Day 5	21/5/2024	2 hours	(Y). Sankarasesan	Good
Day 6	22/5/2024	2 hours	(Y). Sankarasesan	Good
Day 7	23/5/2024	2 hours	(Y). Sankarasesan	Good
Day 8	24/5/2024	2 hours	(Y). Sankarasesan	Good
Day 9	25/5/2024	2 hours	(Y). Sankarasesan	Good
Day 10	27/5/2024	2 hours	(Y). Sankarasesan	Good
Day 11	28/5/2024	2 hours	(Y). Sankarasesan	Good
Day 12	29/5/2024	2 hours	(Y). Sankarasesan	Good
Day 13	30/5/2024	2 hours	(Y). Sankarasesan	Good
Day 14	31/5/2024	2 hours	(Y). Sankarasesan	Good
Day 15	31/6/2024	2 hours	(Y). Sankarasesan	Good
Total		30 hours		

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OVERVIEW OF PROFENAA TECNOLOGIES PLT, MADURAI

ABSTRACT :

Profenaa Technologies is a multi-field technology based company offers both software and hardware solution in our society using futuristic technologies like Digital Marketing, Virtual Assistance, Ad Design, 3D Design, Brand Design, Animation, Interaction Design, Industrial Design, Interior Design and etc.. We also expand our service to various verticals such as Branding, Automation and Educations etc..

ABOUT PROFENNA



PROFENAA TECHNOLOGIES PRIVATE LIMITED

The Ultimate Guide to Securing Internships for Engineering Arts and Science Students in 2024 |Madurai : 7010422310 Securing an internship in your field of study can be a crucial stepping stone towards gaining practical experience, building the students professional network, and enhancing resume. In this ultimate guide, they provide with expert tips and strategies to help us land the perfect internship opportunity in the upcoming year.

LOGO OF PROFENNA



They Research and Identify Potential Internship Opportunities. The first step in securing an internship is to research and identify potential opportunities in field of interest. Utilize online job boards, company websites, career fairs, and networking events to discover internship openings. Make a list of companies or organizations that align with your career goals and values.

Profenaa Technologies is one of the best Training Institute in Coimbatore, offering various Software Courses along with 100% Guaranteed Job Assistance. We believe in providing quality education to ensure a bright future for our learner's. Our Cost effective and real time live project based training methods differentiate us from others.

Location : 37/1 , Near Aggarwal Eye Hospital , Opposite Indian Oil Petrol Bunk, Arapalayam, Madurai, Tamil Nadu, India.

Contact : 70104 22310

Website : profenaagroups.com

MISSION

At Profenaa Automation our mission is to serve humanity through transformative engineering. We design, develop, and innovative with purpose, leveraging our expertise to contribute positively to the world. Driven by a passion for excellent and a commitment to ethical practices. We can aim to uplift and enhance the human experience through every projects.

VISION

Profenaa Automation envisions a world where engineering serves the betterment of humankind. We lead with purpose, pioneering solutions that improve lives and contribute to a sustainable future. Our vision is to be a forefront of positive changes, creating a lasting impact through innovative design, development, and service to humanity.

BENEFITS OF INTERNSHIP

An HTML and CSS internship can offer a range of benefits that help you grow both personally and professionally. Here are some key advantages:

1.HANDS-ON EXPERIENCE:

You'll gain practical skills in HTML and CSS web development, making you more marketable.

2.NETWORKING OPPORTUNITIES:

Internships often provide access to industry professionals, which can help you build valuable connections.

3.UNDERSTANDING OF WEB STANDARDS:

You'll learn about best practices in web development, including accessibility and responsive design.

4. COLLABORATION SKILLS:

Working in a team environment enhances your ability to communicate and collaborate effectively.

5.PROBLEM-SOLVING SKILL:

You'll face challenges that require creative solutions, boosting your critical thinking abilities.

6.PROFESSIONALISM AND WORK ETHIC:

You'll learn about workplace dynamics, time management, and professionalism, which are crucial for career success.

7.FEEDBACK AND METORSHIP:

You'll receive guidance from experienced professionals, helping you improve your skills and approach.

8.POTENTIAL JOB OFFERS:

Many internships lead to full-time job opportunities, making it a valuable stepping stone in your career.

Overall, an HTML and CSS internship is a great way to build a solid foundation for a career in web development!

INTRODUCTION TO WEB DEVELOPMENT

Web development is the process of creating and maintaining websites. It involves a range of activities and skills that together make up the creation of a functional and visually appealing website. At its core, web development can be divided into two main areas

1. **Front-End Development :**

This focuses on the client side, which is what users interact with directly in their web browsers. It involves designing and coding the layout, visual elements, and user interfaces using technologies like HTML (Hypertexts Markup Language), CSS (Cascading Style Sheets), and Java Script. Front-end developers ensure that a website is visually engaging and user-friendly.

2. **Back-End Development :**

This involves the server side, dealing with the functionality and database interactions that happen behind the scenes. Back-end developers use programming languages such as Python, Ruby, PHP, or Java to build and maintain the server, database, and application logic. They ensure that the front- end requests are processed correctly and that data is stored, retrieved, and managed efficiently.

Additionally, web development often involves using frameworks and libraries, which are pre-written codebases that help streamline and simplify the development process. Tools for version control, such as Git, are also essential for managing code changes and collaboration. Over all, web development combines creativity and technical skills to build websites that are both functional and appealing, providing a seamless experience for users.

Back-end developers need to be familiar with many different programming languages, including Python, Java, and Ruby. They also need to understand how to design databases, including normalization, indexes, and SQL

WEB DEVELOPMENT

The collection of HTML, CSS, Java, Java Script, Python, Ruby and PHP.



Web development is the process of building and maintaining websites, which can include a variety of tasks

Coding:

Web developers use languages like HTML, CSS, and JavaScript to write code for the website.

Design:

Web design describes the look of a website, while web development refers to its functionality.

Testing:

A critical step in web development is testing the website for bugs and errors before it goes live.

Content management:

Web development can include managing a content management system (CMS).

Security:

Web development can include configuring security settings.

E-commerce:

Web development can include integrating and migrating e-commerce features.

Web development can range from a simple page to complex web applications, electronic businesses, and social network.

HISTORY OF HTML

HTML (Hypertext Markup Language) was created in 1990 by Tim Berners-Lee, laying the foundation for the World Wide Web. The first version of HTML, released in 1991, contained only 18 tags, which allowed users to create simple web pages. By 1993, development began on HTML 2.0 to standardize the language, leading to its official publication by the Internet Engineering Task Force (IETF) in 1995. HTML 3.2, released by the World Wide Web Consortium (W3C) in 1997, introduced more complex elements like tables. Two years later, HTML 4.0 emerged, adding support for cascading style sheets (CSS) and JavaScript, which marked a significant shift towards more dynamic and interactive web content. In 2000, HTML 4.01 became a W3C Recommendation, refining the standard further. The creation of the Web Hypertext Application Technology Working Group (WHATWG) in 2004 marked the beginning of a new era for HTML. By 2008, WHATWG introduced HTML5, focusing on modern web applications, multimedia, and mobile web. HTML5 became a W3C Recommendation in 2011 and was officially finalized in 2014, bringing new APIs, semantic tags, and improved multimedia support to the web.

Subsequent updates, such as HTML5.1 in 2016 and HTML5.2 in 2017, introduced minor refinements. In 2018, the W3C and WHATWG agreed to work together on a single version of HTML, leading to the HTML Living Standard, which is continuously updated to meet the evolving needs of the web. HTML, which started as a simple way to create web pages, has evolved into a sophisticated and dynamic language that remains the foundation of web development to day. It continues to adapt to new technologies, ensuring compatibility, accessibility, and innovation in the digital world.

1989: Tim Berners-Lee invents HTML

1990: Berners-Lee's prototype web browser is released on the NeXT computer

1991: Berners-Lee invents HTML 1.0

1997: HTML 3.0 is introduced, which includes new features and more powerful capabilities for webmasters

1999: HTML 4.0 is released and becomes widely used

2014: HTML 5.0 is released globally and becomes widely used

ELEMENTS OF HTML

HTML (Hyper Text Markup Language) is the fundamental language used to build webpages. At its core, an HTML document is structured with a few essential parts.

- The '**<!DOCTYPE html>**' declaration at the top tells the browser which version of HTML is being used.
- The '**<html>**' tag wraps the content of the page.
- Inside it, the '**<head>**' section contains metadata like the title of the page, and links to style sheets or scripts.
- The '**<body>**' section holds the visible content of the page.

Basic HTML elements include headings, created with '**<h1>**' through '**<h6>**', paragraphs defined by the '**<p>**' tag, and links made with the '**<a>**' tag. Images are embedded using the '****' tag. For organizing content, HTML offers lists ('****' for unordered lists with bullets and '****' for ordered lists with numbers) and tables ('**<table>**' with rows '**<tr>**' and cells '**<td>**'). These elements work together to structure and display the content of the web.

In HTML, an element is a section of an HTML document. Some HTML elements represent visible components on a web page, such as text, images, or buttons, while others denote different sections of the page or provide meta-information about the document.

The **<main>** tag specifies the main content of a document. The content inside the **<main>** element should be unique to the document. It should not contain any content that is repeated across documents such as sidebars, navigation links, copyright information, site logos, and searchbar.

The HTML element is everything from the start tag to the end tag

`<tagname>`Content goes here...`</tagname>`

Examples of some HTML elements:

`<h1>`My First Heading`</h1>`

`<p>`My first paragraph.`</p>`

Example of simple html code:

```
<!DOCTYPE html>
```

```
<html>
```

```
<head>
```

```
<title>My First Webpage</title>
```

```
</head>
```

```
<body>
```

```
<h1><center>Hello ,everyone!</center></h1>
```

```
<p><b><center>Thought of the day</b><br><br>
```

```
"Embrace the challenges of today as opportunities for growth.<br> Each step, no matter how  
small, moves you closer to your goals.<br> Keep moving forward with courage and  
optimism."</p></center>
```

```
</body>
```

```
</html>
```

VISUAL STUDIO CODE:(RUNNING SOFTWARE OF WEB DEVELOPMENT)

With this framework, users can create projects using HTML, CSS, and JavaScript across multiple operating systems. Visual Studio Code is compatible with Windows, Mac, and Linux. This IT software also integrates with Microsoft Azure which makes it easy for code deployment.

OUTPUT:

Hello, everyone!

Thought of the day

"Embrace the challenges of today as opportunities for growth.
Each step, no matter how small, moves you closer to your goals.
Keep moving forward with courage and optimism."

ADVANTAGES OF HTML:

- **Easy to Learn:** HTML has a simple and straight forward syntax, making it easy for beginners to pick up.
- **Universal Compatibility:** HTML works across all web browsers, ensuring consistent display of content.
- **Structured Content:** It provides a clear structure for organizing content on webpages.

- **Foundation for Web Technologies:** HTML is the base for integrating CSS (styling) and JavaScript (interactivity).
- **Widely Supported:** HTML is the standard markup language, widely supported by all web development tools and platforms.
- **Responsive Design:** With the help of CSS, HTML supports responsive design for different screen sizes and devices.
- **Constantly Evolving:** HTML is regularly updated with new features to meet modern web development needs.

HISTORY OF CSS

CSS (Cascading Style Sheets) has a rich history that began in 1994 when Hakon Wium Lie proposed the concept while working with Tim Berners-Lee at CERN. The goal was to separate content from presentation, enabling web designers to style HTML elements independently of the content structure. In 1996, the World Wide Web Consortium (W3C) officially released CSS1, introducing basic styling capabilities like fonts, colors, and spacing. This allowed web developers to create more visually appealing websites with greater control over the presentation. In 1998, CSS2 was introduced, expanding upon the foundation laid by CSS1. It included more advanced features like absolute and relative positioning, z-index, and media types, which allowed for different styles to be applied depending on the output device, such as a screen or printer. CSS2 also improved support for tables, enabling more complex web layouts. However, inconsistencies in browser implementations made widespread adoption challenging. To address these issues and keep up with the rapidly evolving web, the W3C began working on CSS3 in 2005. Unlike its predecessors, CSS3 was modularized, meaning different parts of the language could be developed and adopted independently. This approach accelerated the introduction of new features such as rounded corners, shadows, gradients, transitions, and animations. CSS3 significantly enhanced the design possibilities, allowing for more dynamic and interactive web pages.

By 2012, CSS3 had become widely supported across major browsers, solidifying its place as an essential tool in web design. The introduction of Flexbox and Grid Layout in subsequent years further revolutionized web layouts, making it easier to create responsive designs that adapt to various screen sizes. CSS continued to evolve, with new features and improvements being added regularly by the W3C. Today, CSS remains a cornerstone of modern web development, providing the tools needed to create visually engaging, user-friendly, and responsive websites. Its journey from a simple styling language to a comprehensive design tool reflects the growth and innovation of the web itself.

ELEMENTS OF CSS

CSS (Cascading Style Sheets) controls the look and layout of HTML elements .It uses select or tot Elements and applies properties like ‘color’ and ‘font-size’, with specific values(e.g.,‘blue’,‘20px’). The box model organizes elements into content, padding, borders, and margins, all of which can be styled. Selectors can be combined for precise styling, while media queries enable responsive design based on device characteristics.CSS variables helper use and main ta inconsistent styles across a webpage.

Example of CSS with HTML code

```
<!DOCTYPEhtml>

<html>

<head>

<style>

body{

font-family: Arial, sans-serif; font-size: 20px;
```



```
background-color: skyblue; margin: 0;
```

```
padding:0;
```

```
}
```

```
h1{
```

```
color:blue;
```

```
text-align:center;
```

```
}
```

```
P
```

```
{
```

```
color: #666; font-size:20px; padding: 5px;
```

```
}
```

```
<body>
```

```
<h1><center>Hello, everyone!</center></h1><hr><hr>
```

```
<center><imgsrc="C:\Users\acer\Desktop\bliss.jpg"alt="MyImage">
```

```
</center>
```

```
<p><b><center>Thought of the day</b><br><br>
```

```
"Embrace the challenges of today as opportunities for growth.<br> Each step, no matter  
how small, moves you closer to your goals.<br> Keep moving forward with courage and  
optimism.
```

```
</p></center>
```

```
</body>
```

```
</html>
```

```
</style>
```

```
</head>
```

OUTPUT:

Hello, everyone!



Thought of the day

"Embrace the challenges of today as opportunities for growth.
Each step, no matter how small, moves you closer to your goals.
Keep moving forward with courage and optimism."

Combining HTML and CSS in creating an attractive webpage

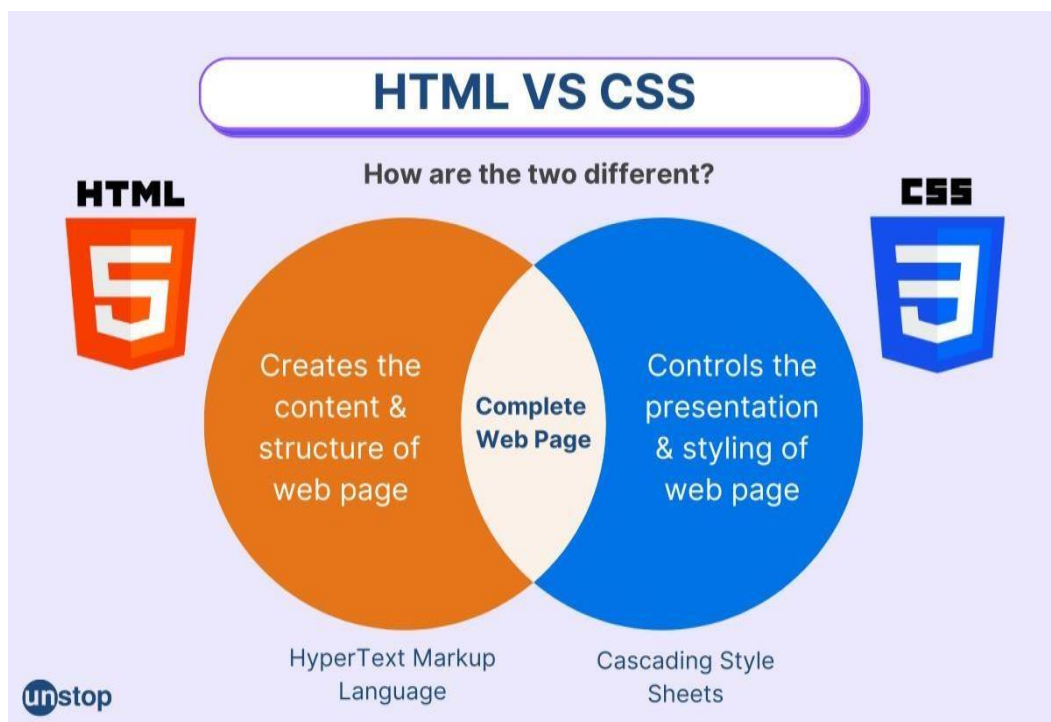
It is fundamental in web development for creating well-structured and visually appealing web pages. HTML (Hyper Text Markup Language) provides the basic structure of a webpage, while CSS (Cascading Style Sheets) is used to style and layout the content. By combining HTML and CSS, developers can create web pages that are both functional and aesthetically pleasing, providing a seamless user experience. Here's how they work together.

1.HTML Structure :

HTML forms the backbone of a webpage by defining its structure and content. It uses various elements and tags to organize and display information, such as headings, paragraphs, lists, links, and images. For example, an HTML document might include a header, a main content section, and a footer.

2.CSS Styling :

CSS is applied to the HTML structure to control the visual presentation of the webpage. It allows developers to set colors, fonts, spacing, and layout styles. By linking a CSS file to an HTML document, or embedding CSS within the HTML using ``<style>`` tags, developers can design the look and feel of the website.



1.Separation of Concerns :

HTML handles the content and structure, while CSS manages the appearance. This separation allows for easier maintenance and updates, as changes in design can be made in the CSS without altering the HTML structure.

2.Responsive Design :

CSS enables responsive design through media queries, which adjust the layout and styling based on the user's device or screen size. This ensures that web pages are accessible and look good on various devices, from desktops to smart phones.

3.Example:

Consider a simple example where HTML is used to create the structure of a webpage, including headings and paragraphs, while CSS styles these elements to enhance their appearance. For instance, an HTML file might define a heading and a paragraph, and a linked CSS file would set the heading's color and the paragraph's font size.

WEB DEVELOPMENT AND COMPUTER APPLICATIONS

Web application development:

The process of designing, building, testing, and deploying web-based applications. These applications are installed on remote servers and accessed by users through a web browser.

Documentation :

In web development, documentation is important for ensuring that code is easy to understand and follow. It can also be helpful for troubleshooting errors and glitches.

Need identification:

A critical stage in the software development process, where the project team works with the client to understand their needs and requirements.

Collaboration and communication :

Both web developers and software engineers work with cross-functional teams, including designers, product managers, quality assurance engineers, and stakeholders.

Testing and debugging :

Crucial for updating and maintaining web applications, testing and debugging involves finding and fixing errors and bugs in the code.

Building and maintaining database architectures:

Backend developers build and maintain the technology that powers the frontend, including the server, application, and database.

Sketching out app design :

This involves mapping out the layout of the app, including the placement of text, image, Buttons and other.

Web application development :

This is the process of designing, building, testing, and deploying web-based applications. These applications are installed on remote servers and can be accessed by users through a web browser.

Front-end development :

This is a type of computer programming that deals with the interface between a user and a computer. It includes web development and app development.

Full stack development :

This is the development of both the front end and back end of a web application. Full stack developers are responsible for designing the application, working on the front end and back end, database, and debugging.

Web development software :

Sublime Text is a popular code editor for front-end web developers. It has many keyboard shortcuts and quick-navigation options to save time while writing code.

Cross-browser compatibility :

This is an important step in the web development process. It ensures that a web page looks and behaves the same on different browsers.

Enterprise-level applications :

Web applications are a good choice for developing enterprise-level applications that store and process large amounts of data

Computer applications :

A broad field that includes web development, as well as other areas of computer science and application. For example, a Bachelor of Computer Application (BCA) program with a specialization in web development can provide a strong foundation in computer science and application.

Programming:

The process of writing a computer program, which is a set of instructions that a computer executes to produce a result. While programming and web development are related areas of expertise, they are not the same

Benefits of Web Development in the field of Computer Applications

Competitive advantage:

A website can help a business stand out from competitors and attract more customers.

Better customer engagement:

A website can help businesses engage with customers more effectively and provide Customer service.

Increased visibility:

A website can help increase a business's reach and visibility.

Accessibility:

Web applications can be accessed from a variety of devices, including smartphones and tablets, allowing users to stay connected and productive regardless of location.

Cost-effectiveness:

Web applications are often less expensive to run than traditional desktop applications because they require less hardware and software.

Ease of maintenance:

Web applications are centralized, so users don't need to regularly update the app.

Platform friendliness:

Web apps work on any device with an internet connection, regardless of operating system.

Business marketing:

Web development can help businesses make people aware of their products or services, understand why they are relevant, and identify what sets them apart from competitors.

Data protection:

Web applications can offer data protection.

Integration with other systems:

Web applications can integrate with other systems.

Scalability and flexibility:

Web applications can offer scalability and flexibility

Credibility:

A website can help establish a business's credibility.

Advertising:

A website can help with advertising.

Security:

Web development is important for protecting user data and preventing security threads such as hackers accessing sensitive information.

Search engine optimization (SEO):

SEO can help increase web app traffic, improve user experience, and boost visibility.

Website audits:

Regular website audits can help ensure a website is running smoothly and find and fix any performance issues.

Brand identity:

Web development can help improve a business's brand identity.

CONCLUSION

In today 's web development, a good site design is essential. A bad design will lead to the loss of visitors and that can lead to a loss of business. In general, a good page layout must satisfy the basic elements of a good page design. This includes color contrast, text organization, font selection, style of a page, page size, graphics used, and consistency. To create a well-designed website for a specific audience, the developer needs to organize and analyze the user's statistics and the background of the users. Although it can be hard to come up with a design that is well suited to all the users, there will be a design that is appropriate for most of the audience. The better the page design, thee more hits a website will get. That implies an increase in accessibility and a possible increase in business.

