* Javascript is an evolving coding language for front-end developers. It manipulates the DOM (the document the HTML and CSS code is on).
* jQuery: makes it easier to write and manage complex data.
* Bootstrap: template web layouts.
* Balsamiq: Wireframe creator
* Web designers design the page. Web developers make sure the page functions correctly.
* A hero image is the first image that gives the first impression of the website and organization when the viewer visits the website.
* There needs to be a balance between nice, quality images and fast load time. Poor quality photos make your website look unprofessional. However, super high resolution images lag in loading the website.
* **Image optimization**
* Browsers will rank your website higher if your images are optimized.
  + Developers.google.com/speed/pagespeed/insights
  + Tinypng.com-compresses image