

In a broader sense, web development encompasses all the actions, updates, and operations required to build, maintain and manage a website to ensure its performance, user experience, and speed are optimal.

It might also, but not necessarily, include all those strategic actions needed to ensure its proper ranking on search engine results. Usually, those tasks pertain to a different specialization, namely search engine optimization (SEO)

Web development is also known as website development, while the professionals that maintain a website are called web developers or (more commonly) web devs.

Techopedia Explains Web Development

Web development is the coding or programming that enables website functionality, per the owner's requirements. It mainly deals with the non-design aspect of building websites, which includes coding and writing markup.