

Describe Web Development Overview and Need for Careful Web Development.

Web development broadly refers to the tasks associated with developing websites for hosting via intranet or internet. The web development process mainly includes the non-design aspect of building websites, which includes coding and writing markup, client-side/server-side scripting and network security configuration, among other tasks. Web development ranges from creating plain text pages to complex web-based applications, social network applications and electronic business applications.

From functionality and appearance to navigation and coding integrity, a lot goes into creating an eye-catching, user-friendly website. It does not end there, either. Web developers and designers must work together to produce websites that will be located by search engines, engage customers, and stimulate conversions. The following points can enable your site to reach a much wider audience:

- **Clean Design** – One of the most important things to remember during the process of website development is to create a clean, appealing design. A quality design is attractive and easy to read with intuitive navigation. Most importantly, a clean design helps viewers focus on the value of your brand and content instead of distracting graphics and large amounts of text.
- **Usability** – Websites that are easy to use are more likely to garner customer interest and encourage business. Usability can be increased by displaying product and service information in a clear, concise manner. Make sure your website has all the features a customer would need for the site to be easily accessible.
- **Short loading times** - When looking for information online, nothing aggravates visitors more than slow loading times. Customers can be turned away completely due to this issue. Testing your website ahead of time will help you pinpoint any loading time issues, and these can be fixed before your site's official release.
- **Effective Security** – With the evolution of technology, newer and more advanced security risks threaten to compromise your website's integrity. From malware and viruses to malicious apps and the threat of hackers, websites must prevent security breaches on both the front ends and back ends. Websites built to conduct online transactions, such as ecommerce sites, need additional security measures to protect customer information. During development, it is critical to review the security features included in your site's framework and design.

Basic Web Process Model

To help reduce the difficulty in constructing sites, we should adopt a process model that describes the various phases involved in Web site development. That way, the developer with help from guidelines and documentation, which tells them how to do things and ensures that each step is carried out properly as they go along, can carefully perform each step. An ideal process model for the Web would help the developer address the complexity of the site, minimize the risk of project failure, deal with the near certainty of change during the project, and deliver the site quickly with adequate feedback for management throughout the process. Of course, the ideal process model also would have to be easy to learn and execute. This is a pretty tall order, and it is unlikely that any single process model is always going to fit the particular requirements of a project.