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From Codes to a Memorable Virtual Experience

It is common for people to use the terms web design and web development interchangeably. However, there is a difference. If a website is a movie, think of the former as the film itself and the latter as the backstage. Getting professional web development in the UK is equally important as the other elements of building your brand's virtual real estate. It is natural for marketers who are not so technologically apt to not dabble into this world of codes and programming, but anyone interested to succeed in internet marketing should know the basic concepts of this process.

Web Development 101

HTML, CSS, JavaScript, PHP – all can sound like alien-speak to the everyday layman. Simply put, when you pay for Web Development UK, you are leaving it up to the experts that your site will be functioning properly. Functionality is the main role of web development in the greater scheme of creating a website. There's no use having a pretty website if it's not functioning well. Symptoms of pure webpage development include broken links, incomplete elements, distorted layout and slow loading time just to name a few. Nothing goes to the front end without going through the backend.

The Importance of Web Development

After Google released Panda and Penguin, Website Development UK took a different turn to conform to these changes in search engine algorithm. It is through codes that tags and content are indexed by search engine crawlers. As such, web development has become an integral component of search engine optimization. For instance, search engines rank WebPages with faster loading time higher on their results pages. Back end optimization is just as important.

How to Select a Web Development Company

This process is quite a complicated task to say the least and it needs a team of highly skilled developers to be executed well. Companies can set up their own team of web developers, but this is more expensive versus outsourcing. Web Development Company UK is offering several companies and choosing one can be tricky. Versatility is one factor that should be considered. A web development service provider should be proficient in different operating systems and coding technologies. The company should be results oriented and should understand and relate to your online marketing objectives. Lastly, a reputable company should offer maintenance services aside from development allowing businesses to focus on their core tasks.

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