

Professional Web Development

In order to offer complete web development services, IT-NET-DESIGN Ltd. provides the whole suite of web implementations which include static, HTML programming as well as complete web applications and eCommerce solutions interacting with complex database structures.

The main concept behind our web development services is that all web projects must, due to the rapid and continuous development of the Internet, be developed in such way that they can be further improved. Web design vs. web development

We consider it a necessity to explain, shortly, the differences between web design and web developing (yes, the two expressions do not reflect exactly the same thing...).

Web design is the arrangement and creation of web pages (HTML/XHTML computer files) that in turn make up a web site. There are many aspects to this process, and due to the rapid development of the Internet, new aspects are continuously being added.

As far as business oriented web sites go, the basics currently consist of (in order of importance):

The "visibility" of the site on the Internet, particularly within the major Search Engines
The informational value of the site, from its target public's point of view.
The aesthetic, professional appearance of the pages

Web development incorporates all areas of creating a web site. This includes, beside web design (graphic design, XHTML, CSS, etc.), other programming elements like server administration, database administration, content and data management, etc.

There is usually more than one member that works on a given Web Development project, each specializing in his or her own field. eCommerce development

eCommerce (also known as electronic commerce or EC) represents the buying and selling of products and/or services on the Internet. In terms of web development eCommerce sites are usually complex web applications through which the owner has the ability to sell and the visitor is able to buy goods or services.

Commercial exchanges on the Internet are only one of several advanced forms of eCommerce that use different technologies, integrated applications and business processes to link enterprises.

eCommerce Software is basically a web application that facilitate your online business needs. eCommerce Software can perform many up-to-the-minute functions for your online business. For example, if your business involves online sales, eCommerce software can provide you with a shopping cart program, catalog search, manage your inventory, and manage shipping and sales tax options. There are also eCommerce software packages designed for credit card processing, secure checkout, order and customer tracking. SEO (Search Engine Optimization)

Our days, "being" on the Internet became a must for any company. But this is not enough. Your customers, who actually are your potential business partners, must find you out of the billions of (competitor) web pages which are out there.

It is well known that most of the traffic to any web site is coming from search engines so, if you wish your online presence to be efficient, your web site must go through the search engine optimization process. As part of the web development, well done search engine optimization must go through several stages. Our web development strategy

The power of the WWW comes not simply from static HTML pages - which can be very attractive, and the important first

step into the WWW, but especially from the ability to support those pages with powerful software, especially when interfacing to databases.

The combination of attractive screen displays, exceptionally easy to use controls and navigational aids, and powerful underlying software, has opened up the potential for people everywhere to tap into the vast global information resources of the Internet.

To reach the possibly maximum efficiency, our web development strategy involves six continuously ongoing processes, as described below:

1. Planning

The process of choosing among competing opportunities for communication so that overall goals for the web can be set. These goals include anticipating and deciding on targets for the audience, purpose, and objectives for the information.

Planning is also done for domain information through a process of defining and specifying the supporting information that must be collected, how it will be collected, and how the information will be updated.

2. Analysis

A process of gathering and comparing information about the web and its operation in order to improve the web's overall quality. An important operation is one in which a web analyst examines information gathered about the audience for its relevance to some other elements or processes in web development. Information about the audience's level of technical interest can have a great deal of impact on what information should be provided to a user about a particular product or topic, for example. Similarly, analyzing the web's purpose in light of other new developments, such as the contents of a competitor's web, must be an ongoing process.

IT-NET-DESIGN weighs alternatives and gathers information to help with a decision in the other processes of planning, design, implementation, or web development.

3. Design

The process by which a web designer, working within the web's specification, makes decisions about how a web's actual components should be constructed. This process involves taking into account the web's purpose, audience, objective, and domain information.

A good designer knows how to achieve the effects called for by the specification in the most flexible, efficient, and elegant way. Because it relies so heavily on the other processes and elements in web development, however, the design process is not more important than any of the others, but it requires a thorough grounding in implementation possibilities as well as knowledge about how particular web structures affect an audience.

4. Implementation

The process of actually building the web page using HyperText Markup Language (HTML or improvements on it), FLASH or other web developing methods.

5. Promotion

The process of handling all the public-relations issues of a web. These include making the existence of a web known to on-line communities through publicity, as well as forming business or other information relationships with other webs.

Promotion might involve using specific marketing strategies or creating business models.

6. Innovation

The process of making sure that the other development processes continue and improve. This includes monitoring technologies for new innovations that might be appropriate for the web, as well as finding creative or unique ways to improve the elements of the web or engage the web's audience in its success. Innovation also involves seeking to continuously improve the usability and quality of the web and exceed user expectations.