

# Web Design Process

Step 3: Website Design & Development



**METROCREATE**

Welcome to the third installment in a 4-part series on the process of web design.

The terms web design and web development are often used interchangeably. There's a good reason for this. You'll benefit from both skills when you're creating your online masterpiece. They go hand in hand, and people with both skill-sets are highly-sought.

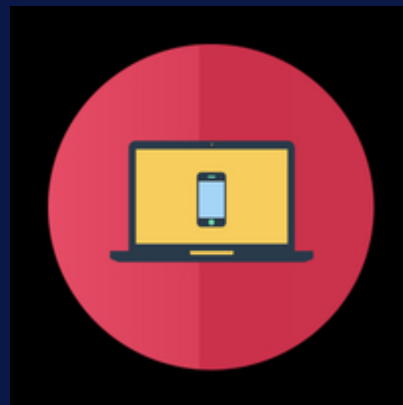
### *Web Designing*

Web design could be described as creation with a focus on the look and feel of a website or websites. Key things to consider are visual aspects, color schemes, information flow, and graphic design. Through skillful, thoughtful web design, you have the opportunity to delight and create amazing experiences for the user.



You would also use design elements to draw the eyes of visitors and encourage them to perform certain actions. Your tools will include HTML, CSS, and Javascript, as well as design packages, such as InDesign and Photoshop. Check out some of the best new web design tools that you can add to your workbench at:

<http://www.creativebloq.com/features/10-best-new-web-design-tools-in-august-2016>.



### *Web Developing*

Web developers, on the other hand, focus on the code and the functionality of a website. These are the people who ensure that the site is usable and could be described as working ‘behind the scenes’ or ‘under the hood,’ enjoying the delights of immersing themselves in PHP, .NET, Python or C.



Here are some solid web development tools that will help you make sure that the site serves its purpose as gracefully as possible, which can be found at:

<https://www.keycdn.com/blog/web-development-tools/>.

Not enough inspiration? Check these out, too:

<https://www.elegantthemes.com/blog/tips-tricks/14-web-design-tools-to-familiarize-yourself-with-in-2016>.

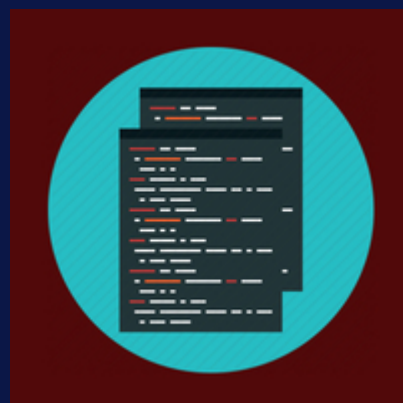
A comma in the wrong place and the site might not load. Creativity is required, though, because there are many solutions to a single problem. Dealing with ones and zeros does not mean that developing is not creative.

## *The Best of Both Worlds*

The marriage of web design and web developing skills is a natural and a beautiful thing, though relatively rare compared to professionals who have one skill or the other. Learning one way is natural, but being able to lift from both skill-sets is very useful for anyone who wants to make excellent websites that people love to use.

Avocode aims to be a tool that bridges the gap between the two disciplines. If you lack in either set of skills, or both, it's worth hiring professionals, who will work with you to achieve your aims. When designers, developers, and their clients work together, the result is incredible, cohesive, user-centric websites.

Whether you are designing, developing, or planning to hire professionals, think about things from the point of view of the end user.



What do you want him or her to feel? What do you want him or her to do? This might include downloading an app, subscribing to a newsletter, or sharing content.

In addition to thinking about your human visitors, you should also design and develop with search engines in mind. A lot of your traffic will be arriving via organic searches using sites like Bing, Yahoo!, and Google. Knowing how to optimize your site to maximize organic traffic is something that will help you build and maintain better, far more successful websites

#### **About MetroCreate Studios**

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MetroCreateStudios is a digital marketing and consulting agency located in Cambridge, MA. We work with companies of all sizes to increase their audiences and sales by leveraging digital marketing tools. Learn more at our website: [metrocreate.com](http://metrocreate.com)