

УДК 811.111-004.5

Ilya Lavrenko¹, Yuliya Bykova²

¹student of group CST-119 National University “Zaporizhzhia Polytechnic”

²teacher National University “Zaporizhzhia Polytechnic”

THE MAIN STAGES OF WEBSITE DEVELOPMENT

Website development is a laborious and relatively lengthy process, which proceeds in several stages, as they progress through which the customer's idea turns into a real functioning website or online store. Website development is a process in which several specialists usually participate. For a project to be successful, you must at least determine:

1. What tasks are assigned to the site?;
2. What visitors is the website targeted at?;

3. What do you want to convey to them?;
4. What functionality do you want to put into your website, i.e. how will it work?;

5. Who and how will support the functioning of the site, updating information, how is it planned to expand it?

The website development process can be divided into the following steps:

1. marketing planning;
2. planning the structure of the future site (sections, navigation, etc.);
3. website design development;
4. layout of the developed layout;
5. “layout overlay” on the content management system developed by us;
6. installation of software modules responsible for the enhanced functionality of the site;
7. filling your web site with texts and images;
8. testing the site for compliance with the technical specifications and putting the finished project on the Internet.

Let’s now look at each of these steps in more details.

1. Marketing Planning

At this stage, the very foundations of the created site are clarified. What should a site do? What are its main tasks? What do you want to achieve with it? What do you want this website to convey to your visitors? These and many other questions help determine what the site will be like.

2. Technical planning

This is a stage that is often undeservedly neglected (especially if the deadlines are tight). But it’s been known for a long time - every hour spent on planning will save three or four hours at the development stage. It is worth paying special attention to how navigation should work (How will a visitor get to this page from the main page?). Do not forget about the program functions (the user clicked on this button - what should happen?).

3. Website Design

One of the most difficult stages. First of all, because most of us are used to evaluate design separately from the site itself, as we evaluate a picture or music in a song separately from its words.

It is worth recalling the goals that you set for the site (The goal is to hit everyone with a beautiful picture?). Does the design talk about what your company offers? Does it match your corporate style (Do you have a corporate style?). Does it clearly show your difference from competitors? Will the design in the future effectively move the site? And this is only part of the questions that you need to ask yourself.

4. Layout.

Layout is a translation of a design that still exists as a picture into HTML code. It has its own characteristics. A well-made site will work equally in all major web browsers and at the most common permissions (Or can you afford to lose customers?).

5. Content Management System (CMS).

A serious task is to choose a software “engine” that allows you to update information on the site without unnecessary difficulties. (If you can entrust the task of updating your secretary, and she will cope with it without the help of your programmer, then everything is ok). In addition, sometimes you have to change the structure of the site - for example, move a section or create a new one. This process should not cause difficulties either. Adhering to open standards is also very important - do not “rivet” yourself to someone else’s closed technology.

6. Filling the site.

In the case of using CMS, the filling process becomes quite simple. Of course, it still takes some time. The only thing worth paying attention to is the readiness of the texts themselves. Very often it is this stage that causes the most significant delays, so it is best to take care of this in advance.

7. Testing and laying out.

Despite the fact that testing occurs at each stage of the project, final testing is necessary. What to check? Here are some of the most important points. Do all modern browsers have a website? Are all the necessary materials posted? Do all software components work smoothly and clearly?

And now, when the testing is completed, the moment of site placement comes. Contrary to popular belief, after a site is uploaded, work with it does not end there. If your goal is to turn your website into a marketing tool, then get ready for what you need:

1. Upload new materials;
2. Promote website;
3. Interview visitors and add new functionality they need.