Professional website development

Web Coding

The whole world seems to have their own website. These range from a simple homesite showing pictures of a new puppy for family members to the sophisticated dynamically driven sites of large multinationals. Web design is big business. Knowing how to code and get more features for less effort is a skill that is not just a nice talent to have but increasingly a requirement for many IT jobs.

BY JOHN SOUTHERN

They are everywhere you look. Web addresses advertising a company's website. From the back of cars offering the latest get rich quick scheme to charities trying to explain their need for your donation.

Once on a site the designers try and tempt you to stay. Clever graphics or the promise of more, better, exclusive information are all used in the hope that you will pause and read some more giving them the time to explain whatever they want.

Repeat viewers usually mean that they read more and take an interest about what is being said. For companies this is important as they have longer to tempt you into buying their products or even investing in their stock rather than the rivals.

Company rivalary can be seen fought out each day online as the web designers become more daring in how they present their sites.

Loyalty amongst viewers is an important corporate goal and one that can be measured by cookie information which is used by the designers to justify why they above all other design houses, should be used.

Finding out what the viewers really want can be faciliated by using web forms. These allow feedback and so let companies respond to the viewers' demands. On page 25 we show you how to create your own web forms using simple PHP scripting. Thus giving a more professional appeal to your website designs.

On page 20 we explain all about a Wiki system. These are the ultimate in feedback engines where your viewers can actively talk, discuss and more importantly correct one another, giving a community feel and increasing site loyalty. Designed with a template engine, the Wiki takes a mere 4KBytes and so its code is both easy to understand and quick in its operation. ■