

Armour  
Marketing  
Group



"Marketing Designed with Your Success in Mind"

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## The Components of Web Site Building

There are two major components to building a web site: the "front end" and the "back end."

For the most part, "design" refers to the front end - what people see - and "development" to the back end - what makes it work. Other parts involved are hosting - where your web site is run from - and possibly e-commerce, (if you plan to sell directly from your site), which is often built and managed separately from the rest of your site.

Front end: web site design and content

The front end is what your web site looks like: the images and text that make up your site. We concentrate on choosing appropriate images, fonts, and layout and we provide copywriting for the web, (different rules apply when compared to brochures, etc).

We have a strong understanding of what works visually on a computer screen and know what the technical limitations are. You may be responsible for providing the general content of your web site pages: if you have a history page, or a products page, you may have to supply the images and descriptions that make up the page.

Back end: web site building and development

Writing the back end code that makes the site work. The HTML (HyperText Markup Language) code we write allows visitors' browsers to display your images and read your text - it's the common language of the web.

Some other back end terms you might encounter:

Javascript is used for simple site functionality such as making sure users have filled out forms correctly, pop up windows (the helpful kind, not the ads), and some kinds of animation.

ASP and PHP provide customization and interactivity, such as collecting data from visitors or displaying account information.

CSS (Cascading Style Sheets) let you easily control the look of your entire web site from a central file.

Flash allows for interactive menus, animated presentations, and interactive tools. (Bonus design tip: skip the fancy Flash animated intro. Visitors don't want to watch it and you'll save money.)