

WebNet Design Studios, LLC

Design, Development and Integration

Web Standards Overview

The [World Wide Web Consortium](#) (W3C) has issued standards for Web compliance for creating and interpreting web-based content while ensuring the long-term viability of any document published on the Web. Sites developed along these lines will continue to function correctly as traditional desktop browsers evolve, and as new Internet devices come to market.

Our creative team uses the latest enhancements in XHTML 1.0 — the basic document structure and presentation language of the World Wide Web (which became an official W3C recommendation January 26, 2000) — to create a Web presentation that is highly functional; easy to navigate; and focuses on design, usability, accessibility, optimization, and performance. Therefore one of the guidelines that our creative team strictly follows is to ensure that all our sites are XHTML and CSS compliant.

Why Web Standards?

1. **Accessibility:** It makes the Web more accessible ([Web Accessibility Initiative](#)) to people with disabilities.
2. **Device Independence:** It makes it easier for Web pages to be viewed by more devices than just browsers (i.e. PDAs, phones, text readers, etc.)
3. **Faster Page Loads:** Standards-compliant code is concise and simple, which lowers the file size of Web pages (also called page weight), resulting in pages that load faster providing a better user experience.
4. **Lower Bandwidth Costs:** You can lower bandwidth usage and costs by reducing any unnecessary information your Web site sends to your audience. Studies have shown that using modern, standards-based design methods can reduce the weight of a site by 25% to 50%.
5. **Ease of Maintenance:** The design process becomes more stable, ensuring that the development and integration of backend technologies is easier, faster and more cost effective. In addition, sites are easier to update and redesign in the future.
6. **SEO:** More search engine friendly because the markup (code) is clean, simple and succinct.
7. **On the Web:** You really have NO control over your site once it is public. Users have the ability to disable styles, images, apply different fonts and colors that override yours. The only thing you truly have control over is the information and the code behind it.

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Benefits

Our creative team is a group of highly motivated professionals who follow a methodical approach to building Websites. We firmly believe that this effort to adhere to a standardized markup will eventually help facilitate and expedite the design process. A customer who engages our services to develop a site for professional and business purposes will most definitely benefit from this technology. We have no doubt that there will be numerous occasions when a customer purchasing a business site will eventually need to enhance and upgrade their sites functionality in order to remain competitive.

We feel that it's prudent to be proactive and farsighted during the development phase to ensure that our business sites can easily be integrated with any number of backend technologies (i.e. XML, .NET, PHP, Perl, MySQL). It reflects positively on WebNet if the customer's site is designed and developed to easily accommodate a seamless integration of new technologies