

## 6.10: The bigger picture

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Web development and design can be seen as the thread that holds digital marketing together. After all, websites are the first thing we think of when talking about the Internet.

With the crucial role that search engines play in the way people explore the Internet, web development and design go hand in hand with SEO. And of course, online advertising campaigns, social media channels, email marketing newsletters and even affiliate programs lead people to click through to your website and sometimes to a customised landing page. That's web design jumping into the mix again.

Setting up analytics correctly on your website is also essential to managing and monitoring your marketing success.

Successful website development and design is all about the right preparation, and the resulting website usually forms the foundation of any digital marketing to follow. Make sure you understand your users' needs, and that you're building on a strong base.

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