

6.1: Introduction

Websites are, in many ways, at the heart of successful digital marketing. They are your home on the web, a shop window over which you have full control, and often the first place people stop to find out more about you.

Web development and design applies to more than just websites, the principles can be used for any digital assets you create, from mobile platforms to social media profiles.

Creating online assets involves three key processes: planning and design, which create the appearance, layout and style that users see; and development, which brings this imagery to life as a functioning web tool.

Note

Unlike social media properties, your website is not subject to changes in policy, and content remains easily accessible regardless of its age.

The fundamental principle of good development and design is to understand your users, they are the people who will actually be using and interacting with your website. What are they looking for? What are their objectives? Your offering must have user experience central to the process.

This page titled [6.1: Introduction](#) is shared under a [CC BY-NC-SA 3.0](#) license and was authored, remixed, and/or curated by [Rob Stokes](#) via [source content](#) that was edited to the style and standards of the LibreTexts platform.