

Developing for the Reader

Stop thinking about yourself.



A screenshot of the website orderedlist.com. The page features a dark theme with white text. At the top, there is a navigation menu with links for HOME, ARTICLES, PORTFOLIO, DOWNLOADS, ABOUT ME, and CONTACT. The main content area includes a featured article titled "TIGER ADMIN 3.0 BETA TESTING" with a sub-date of "November 24th, 2016". Below this, there are several smaller article teasers, including "The Global Health Crisis: Forging Solutions, Effecting Change" and "WHY THE FUTURE OF ARTS and LITERATURE". At the bottom, there are sections for "FLICKR PHOTOS", "RECENTLY POSTED" (listing "Only the Beginning" with 2 weeks old and 13 comments), and "MAGNOLIA LINKS" (listing "Screenshot: Ask/Complete for PHP" and "Easy handling of the uploads in Rails").

Me in Photos

A Little History

Setting Things Straight

- Your website is your own
- Your website is not FOR you
- Your website should be created for the reader

A Few Questions:

- How many of you create your own blog designs and themes?
- How many of you code these themes yourself?
- How many of you code to W3C web standards?
- How many of you are writers?

HTML MARKUP
CSS PRESENTATION
SCRIPTS BEHAVIOR



< BECOMES THIS >



Web Standards

In a Nutshell

Graphic by Natalie Jost <http://standardsforlife.com>

Web Standards: A Definition

- For the Developer: Following established guidelines for creating your website so as to get the most out of your development time
- For the Reader: Things just work
 - In a browser
 - On a mobile device
 - In the search engines
 - The usage of web standards should be completely transparent to the reader

Why Use Web Standards: Theoretical

- It's future-proof: Stability
- Completely change the design without changing your markup.
- Gets everyone headed in the same direction.
- The W3C says so.

Why Use Web Standards: Practical

- Editing the design is faster
- Managing the markup and content is easier
- It's cost effective
- Validation Tools
- **It's better for the reader**
 - Increased Find-ability: Better search engine rankings
 - More Accessible
 - Things just work

Extending to Other Areas

- Project Features
- Web Design
 - Focusing on Your Audience
 - User Interface Design
- Writing Content
- Advertising

Questions?

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