bluearc

WEB STANDARDS

solutions for a digital world

Web Standards refer to the formal standards and technical specifications that define and describe best practices for building websites. The Worldwide Web Consortium (W3C) is the international governing body that oversees the development of Web Standards.

WEB STANDARDS ARE DESIGNED TO:

- Deliver the greatest benefit to the greatest number of web users.
- Ensure the long-term viability of any web document.
- Simplify code and lower the cost of production.
- Deliver sites that are accessible to more people and more types of internet devices.
- Continue to function correctly as browsers evolve and as new devices come to market.

WHAT ARE THE ADVANTAGES OF USING WEB STANDARDS?

Increased Accessibility (reach more people, exclude fewer)

- An accessible website works better for your business, as denying access to even small portions of a target audience can make a difference to your profit margin.
- Allow web pages to be used by people with disabilities and people using different browsers such as voice and hand-held browsers.
- It is the law in Australia and in other countries that websites be made accessible according to W3C guidelines. Websites that are inaccessible to some audiences can result in legal action.

Increased Performance and Savings

- Conforming with Web Standards can reduce the 'weight' of a website by up to 50%.
- Faster download times.
- Reduce bandwidth and maintenance costs.
- Save time in the process of updating content and design.

Search Engine Friendly

- Complying with Web Standards makes it easier for search engines to index your website to give you greater visibility in web searches.
- Improved search engine visibility results in more visitors to your site.

Stability

- Web Standards ensure that websites using old versions of the standards will continue to work in new browsers and websites using new versions of the standards will produce an acceptable result in older browsers.
- Because a website may go through several redesigns/rebuilds during its lifetime, it is important that the people who work on the web site are able to edit it easily. Web Standards offer a set of rules that every web developer can understand.

Future-proof

- By adhering to web standards and separating content from presentation, you can ensure that your online content can still be read and accessed in years to come.

OUR APPROACH

Our approach to Web Standards is consistent with our approach to all projects. We strive to provide our clients with a professional, quality online offering, nothing less.

Adherence to Web Standards is a fundamental part of crafting a quality website and as such our designers and developers embrace Web Standards.

BlueArc can ensure your website is standards compliant and accessible to as many people and devices as possible. Web Standards make good business sense.

Microsoft GOLD CERTIFIED Partner