Why use 'Web Standards'

1. To highlight our professionalism

We are a forward thinking company who likes to keep up with changes in technology and make sure that our knowledge and skills are always current. By doing this we can ensure that you are getting real value for your investment.

2. Make you look good

By employing web standards combined with best practices for accessibility in your web solution we offer you a chance to talk about how your site caters to all people, and how you find it important that everybody can use your services or find information about your products. You will also avoid the bad publicity that can be caused by shutting out visitors like disabled people, Mac users, and mobile phone users.

3. Maximise the number of potential visitors

You don't know which device visitors will use to access your site. The only thing you can be reasonably sure of is that they are using something that can parse HTML. By using web standards properly we make sure that we have done our part in making your site work with the largest possible number of browsing devices.

4. Faster loading and reduced bandwidth usage

Well-structured markup that separates structure and content from presentation is generally much more compact than table-and-spacer-image-based tag soup. Documents will be smaller and faster for visitors to download. Like it or not, there are still many, many people connecting to the Internet through dialup. If your site has a hosting plan with a limit on free bandwidth usage, smaller documents will reduce costs - provided traffic doesn't increase.

5. Provide the foundation for accessibility

Using web standards does not guarantee that all aspects of your site will be accessible to people with disabilities, but it is a very good start. Making sure your documents are valid, well-structured, and semantic, leaves you well on the way towards having an accessible site.

6. Improve search engine rankings

Well-written content delivered through clean, well-structured, and semantic markup is delicious food for search engine spiders and will help your rankings. This, of course, could lead to increased traffic, which is after all what most website owners want.

7. Make your markup easier to maintain

Removing, inserting or editing presentation-free content is much easier and more efficient than having to make sure you get all the presentational cruft right. Using CSS to control layout also makes it much easier to make site-wide design changes. We can and do pass these cost savings on to you.

8. Future-proof content

There is no way anyone can guarantee with 100% certainty that the documents created and stored electronically today will be readable in a hundred years. Or even fifty years. But if you separate content from presentation and use current web standards, you have done the best you can to ensure that your content can still be read even after you're gone. When you use defined standards and valid code you future-proof your documents by reducing the risk of future web browsers not being able to understand the code you have used

9. Good business sense

Why would any business owner say no to more visitors? A faster site? Improved search engine rankings? Potential good publicity? It doesn't make sense to do so.

10. It's the right way to do things

The web standards way is the way we should have built the web from the beginning. And now that we can, why not do something the right way.