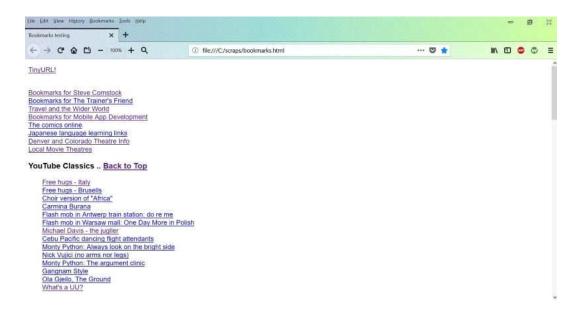
Why Develop Web Building Skills?

Almost anyone can learn to code a web site. The question I've been getting lately is: why would I want to do that?

I can think of the following reasons to at least think about building web sites:

* Internal use, what I call the "local web": no need for domain name, remote servers, and all that infra-structure

For example, I built a web page to organize all my bookmarks / links to web sites; and then I made it my home page for my browser:



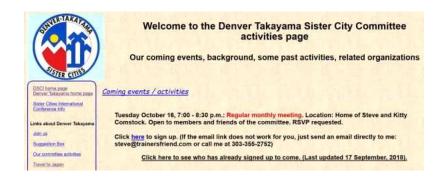
* A FaceBook alternative: you can build a sharing website that you personally invite viewers to, and you can limit access to the site, and your information will not be captured and sold, and you will not get spurious ads or feeds from those complete strangers who are on your FB site as your "friends", for example:



* Support a small business ...



... <u>or a non-profit</u> ...



* Support a hobby or special interest



* Make a living:

- + Create sites for any and all of the above, and charge for it.
- + Note: this is very competitive, so you need to stand out

Once you decide you'd like to try your hand at web site creation, the next question is: how?

The Zen of Web Coding

You could go with one of those pre-packaged, cheap products such as Wix, WordPress, Zoomla, Joomba (or did I get those confused?).

But I prefer a more classic approach, what I call "code crafting". This is coding web pages from scratch, using a simple, free, plain text editor such as Notepad in Windows or TextEdit in Apple.

Paying attention to detail, such as a Japanese carpenter or a Zen master.

It's not for everyone. You need to be able to focus and notice the small things such as spelling: including upper- vs lower-case; punctuation: especially the use of quotes and comment structures; and the like.

But I find coding HTML, CSS, JavaScript, and php in their natural text based mode is very freeing. But the feeling of creating code that is truly handcrafted and that accomplishes my goals exactly is very rewarding.

Not easy to get there. But worth the journey, I think.