



THE STATE OF

WEB DEVELOPMENT



Results Preview: August 2006

2006/2007

Summary of Results from a survey of 5,000 web developers and internet professionals conducted during the summer of 2006

The State of Web Development 2006/2007 (Results Preview)

Thank you for downloading this free preview of *The State of Web Development 2006/2007* report, published by SitePoint Pty Ltd and Ektron, Inc.

This preview includes

- background information about the survey
- a sample of graphs

The full version of the report includes:

- 54 pages of results, analysis and expert commentary on the state of web development in 2006/2007
- raw results dataset from over 5,000 survey participants
- a full correlation spreadsheet tool to help with your own analysis

Blogs, podcasts, AJAX, server platforms, content management systems, industry best practices, and CSS layouts are just some of the areas analyzed in depth in this report.

This complete, yet easy to digest, almost “conversation style” report will bring you and your organization up to speed with the state of the web development industry in 2006/2007, with a look at what challenges lie ahead.

Download the full report now from <http://www.sitepoint.com/launch/ektronreport/>.

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About This Survey

The State of Web Development 2006/2007 is the product of a joint research initiative conducted by two organizations that have been actively advocating and helping web developers, designers and other online professionals for nearly a decade.

SitePoint is a fast growing online media company and information provider targeting the web professional market, specifically web developers and designers. SitePoint's web site, sitepoint.com, currently ranks as the number one web site in the world in the *Web Design and Development > News and Media* category, and in the top 300 web sites globally, according to Alexa.com. sitepoint.com has a daily reach comparable to web sites operated by many mainstream media corporations.

The SitePoint Forums have more than 135,000 registered users. SitePoint's newsletters go to half a million subscribers every month. The company has over 70,000 customers in 174 countries, and 620,000 registered users of its sample products. The company has five major revenue streams: advertising and sponsorship, content-based products both online and in retail, software, and more recently streaming video subscriptions, classified listings & industry reports.

Similarly, Ektron, Inc., founded in 1998, has established itself as a technology and market leader in web content management software and web authoring tools with its CMS400.NET and eWebEditPro product lines. Along the way, its software has empowered tens of thousands of web professionals to harness the Web as an effective platform for communication and interaction.

The mutual partnership of these two organizations, and their support for the community of web professionals, led to an idea in early 2006: leverage the critical mass of web developers and other web professionals around these organizations to take a "snapshot in time" and quantify the state of web development tools, technologies, techniques and trends.

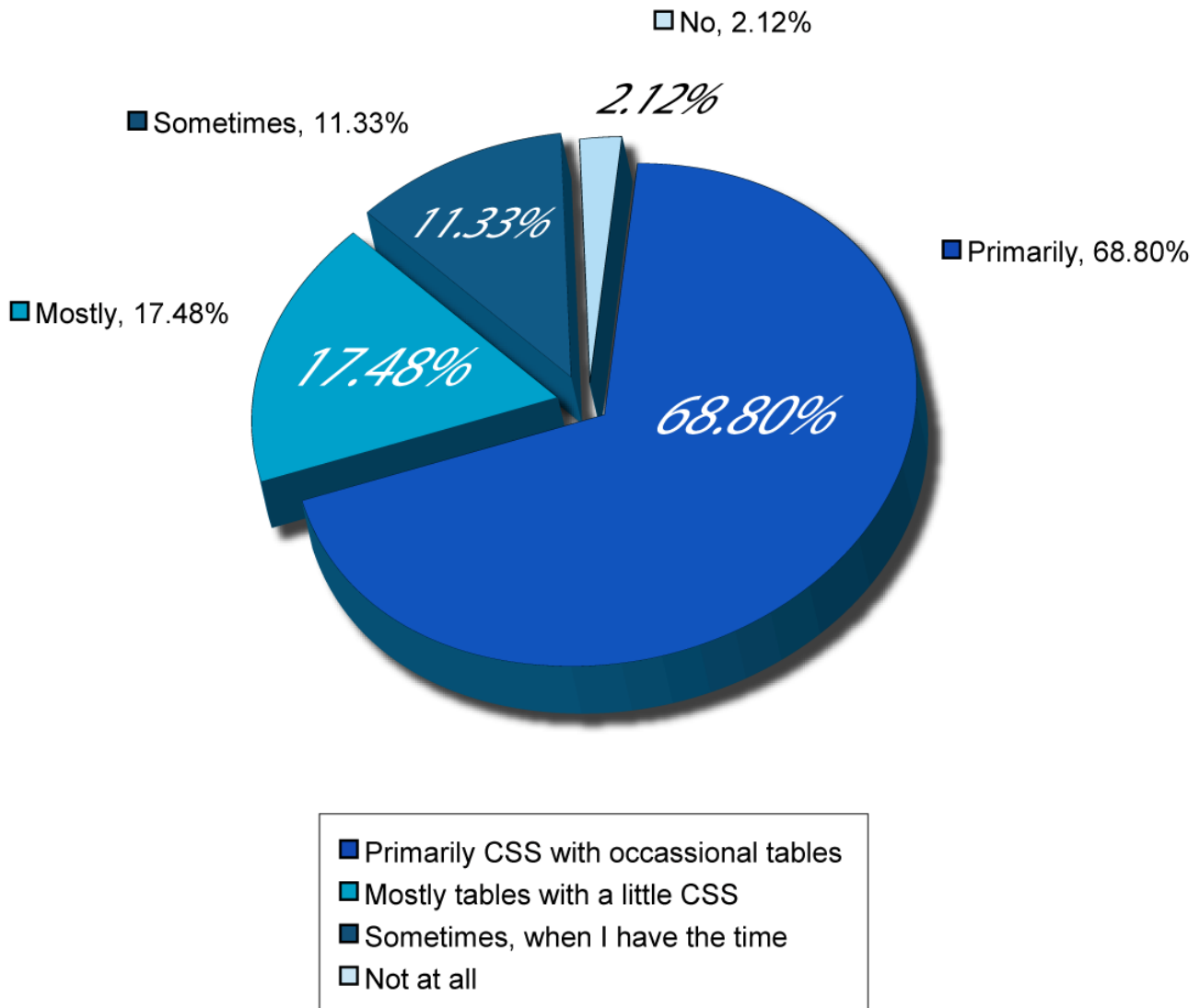
In all, 5,000 web professionals took this survey between June 15 and July 15, 2006. We believe this to be the largest survey of web developers in history. And, we believe, one of the most insightful, reflecting current realities and changes in the wind.

2006 will go down as a year widely recognized for a new wave of online investment; the emergence and growth of newer web technologies and techniques; the growth in adoption of web standards; and the rise (and fall) of new business models that use the power of the Web like never before. The data reflected in this report shines a light on that evolution.

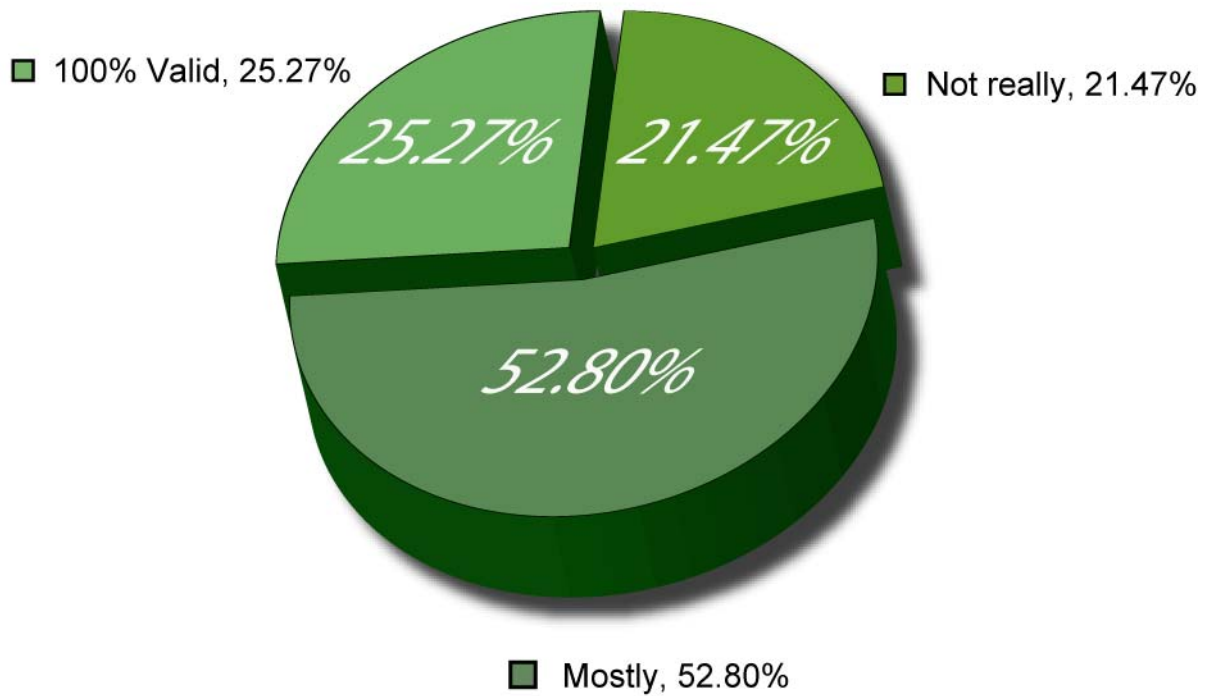
Real-World Standards Compliance

The State of Web Development 2006/2007 Results Preview

How extensively are you using CSS for layout?

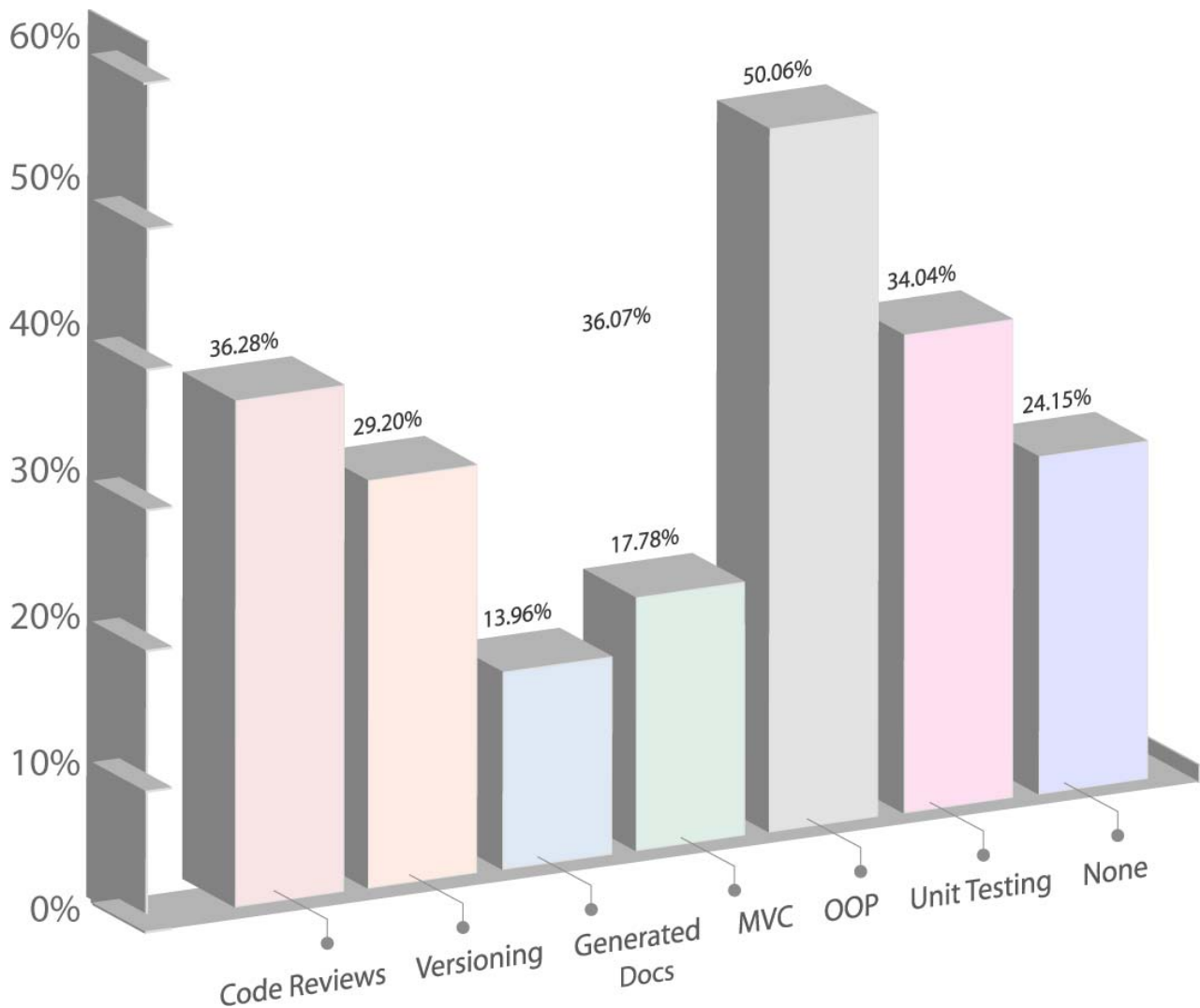


Do you validate your markup?

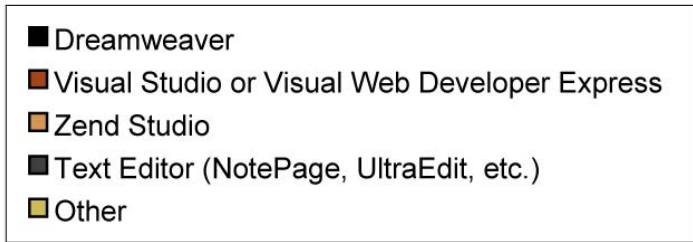
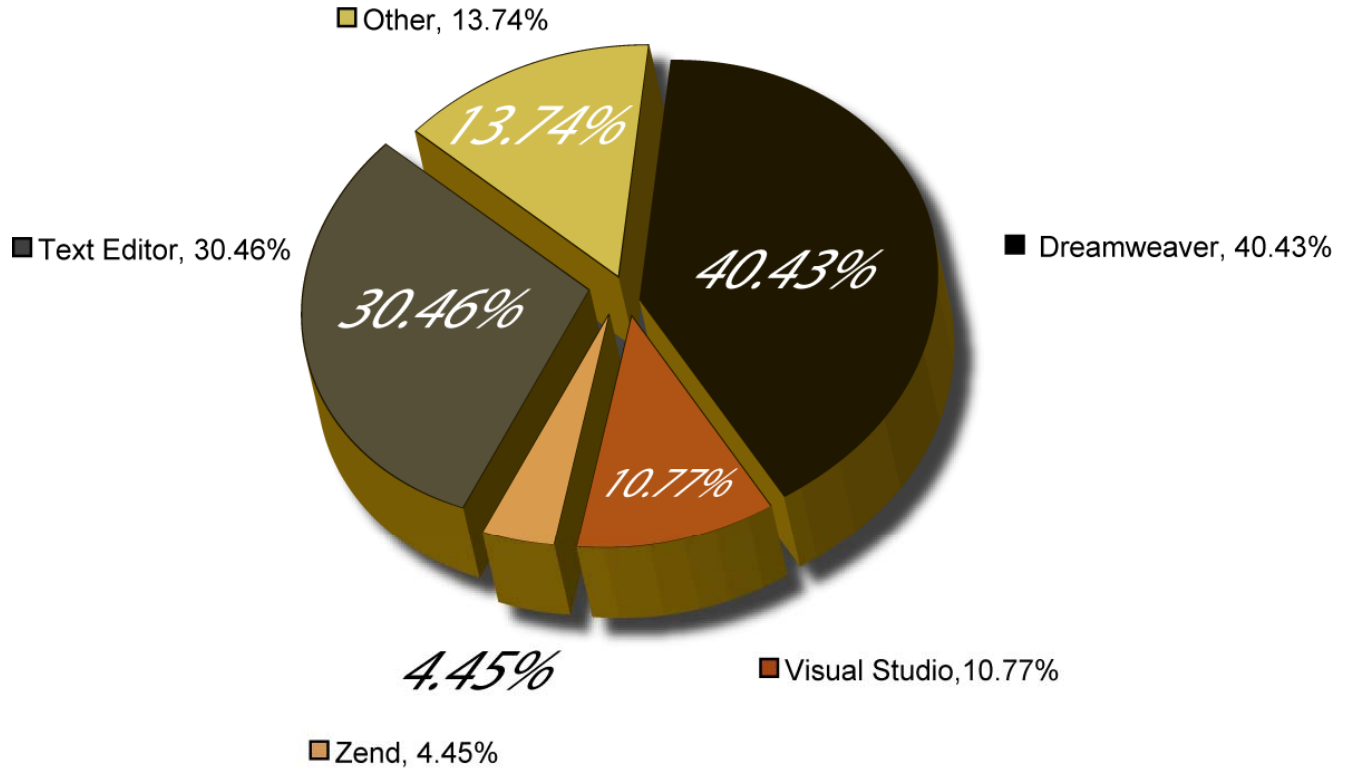


- Not really
- Mostly, but I'm not worried about occasional errors
- Every file on my sites is 100% valide HTML/XHTML

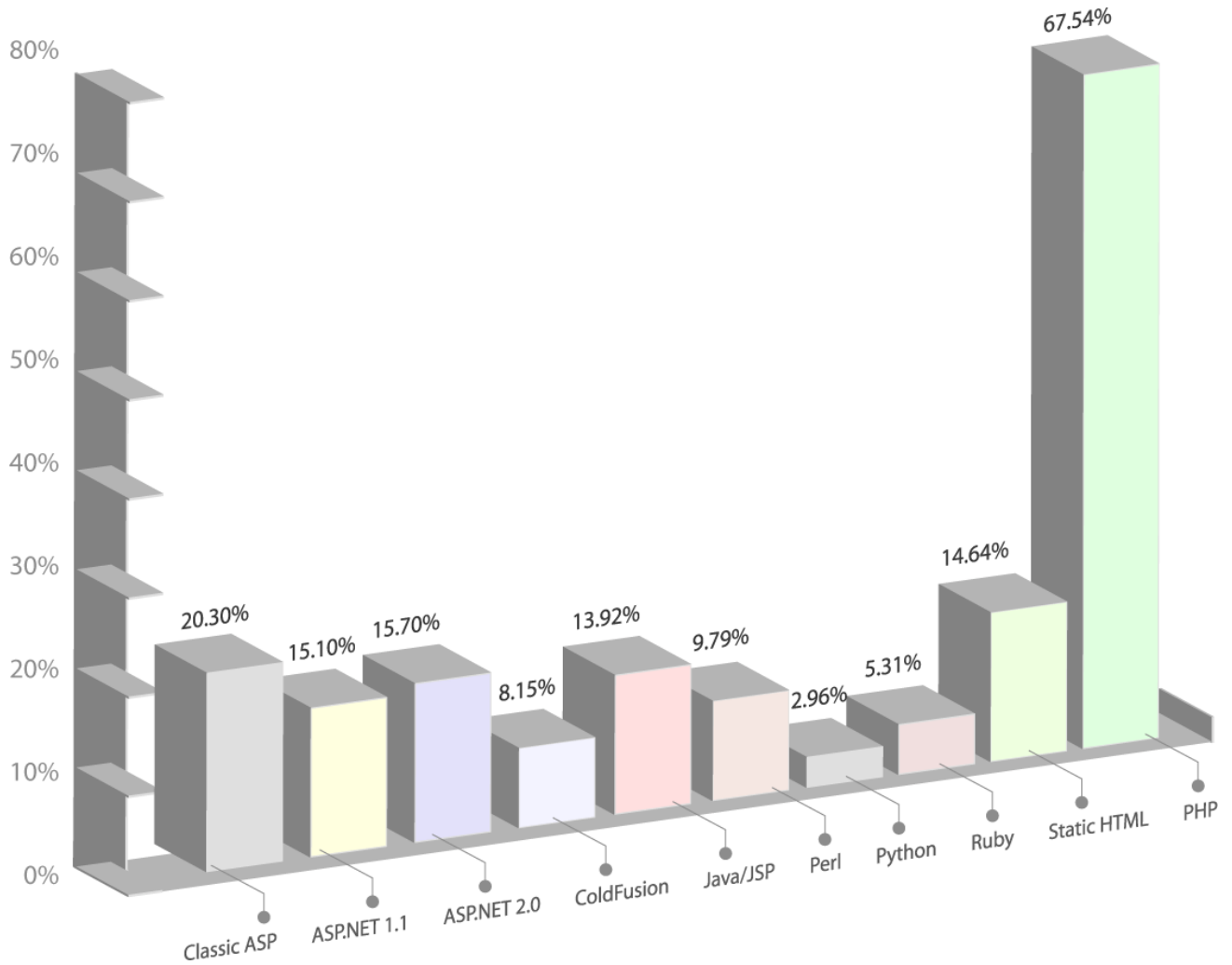
Which do you practice in your web development work?



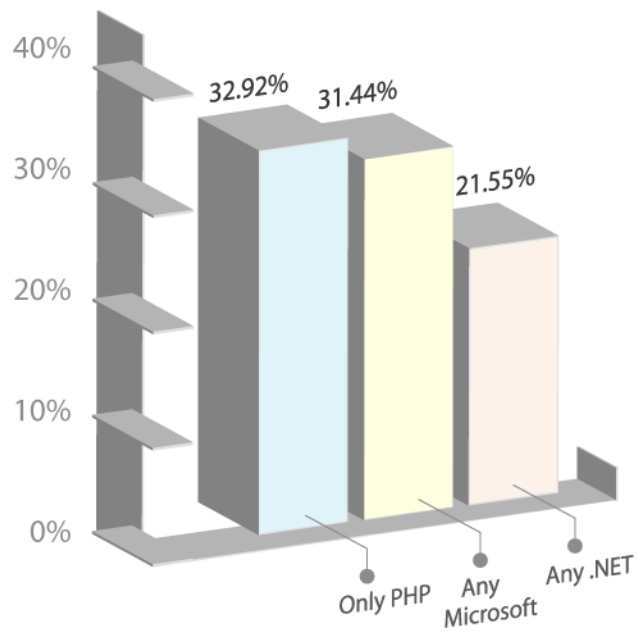
What is your primary development environment?



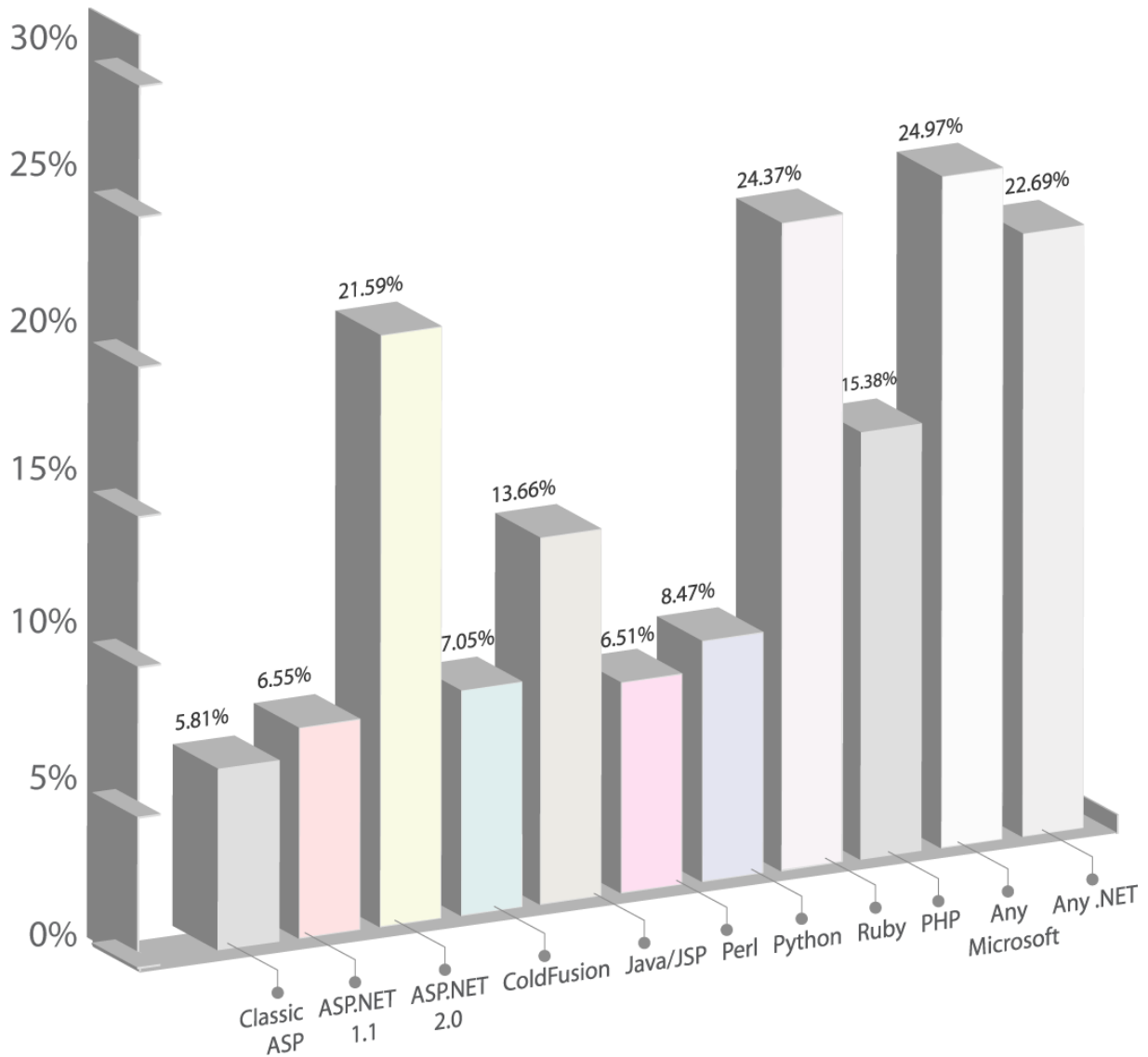
Which server platform(s) do you develop for?



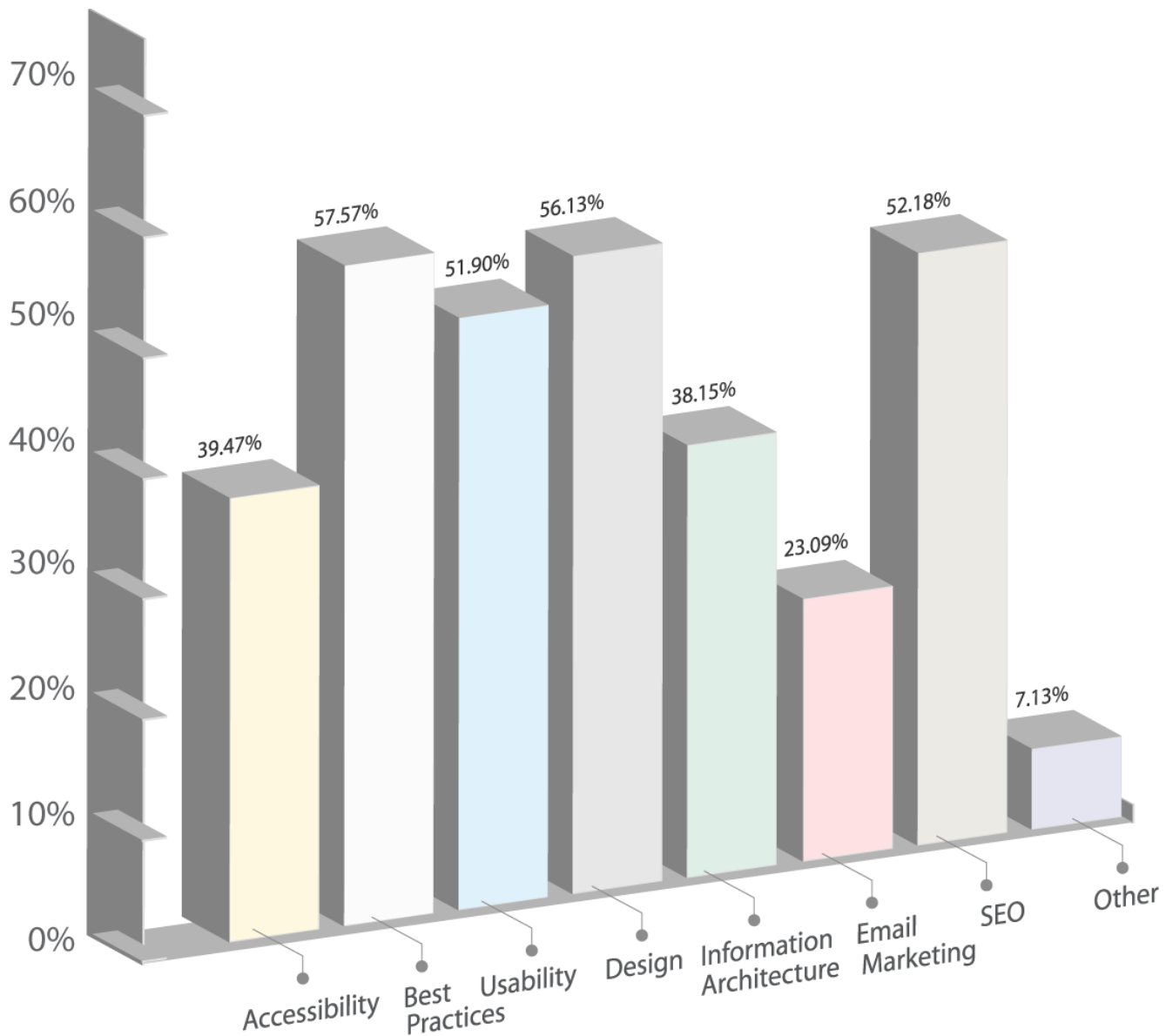
Which server platform(s) do you develop for (cont.)?



What server platform(s) are you *not* developing for, but expect to in the next 12 months?



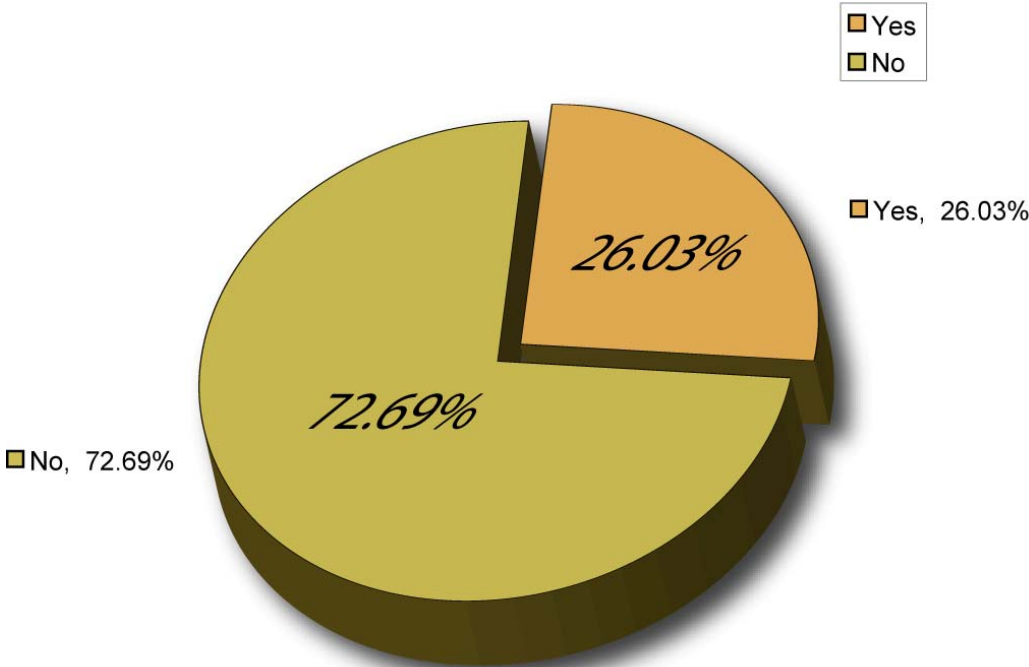
Aside from specific technologies, what do you want to learn more about in the next 12 months?



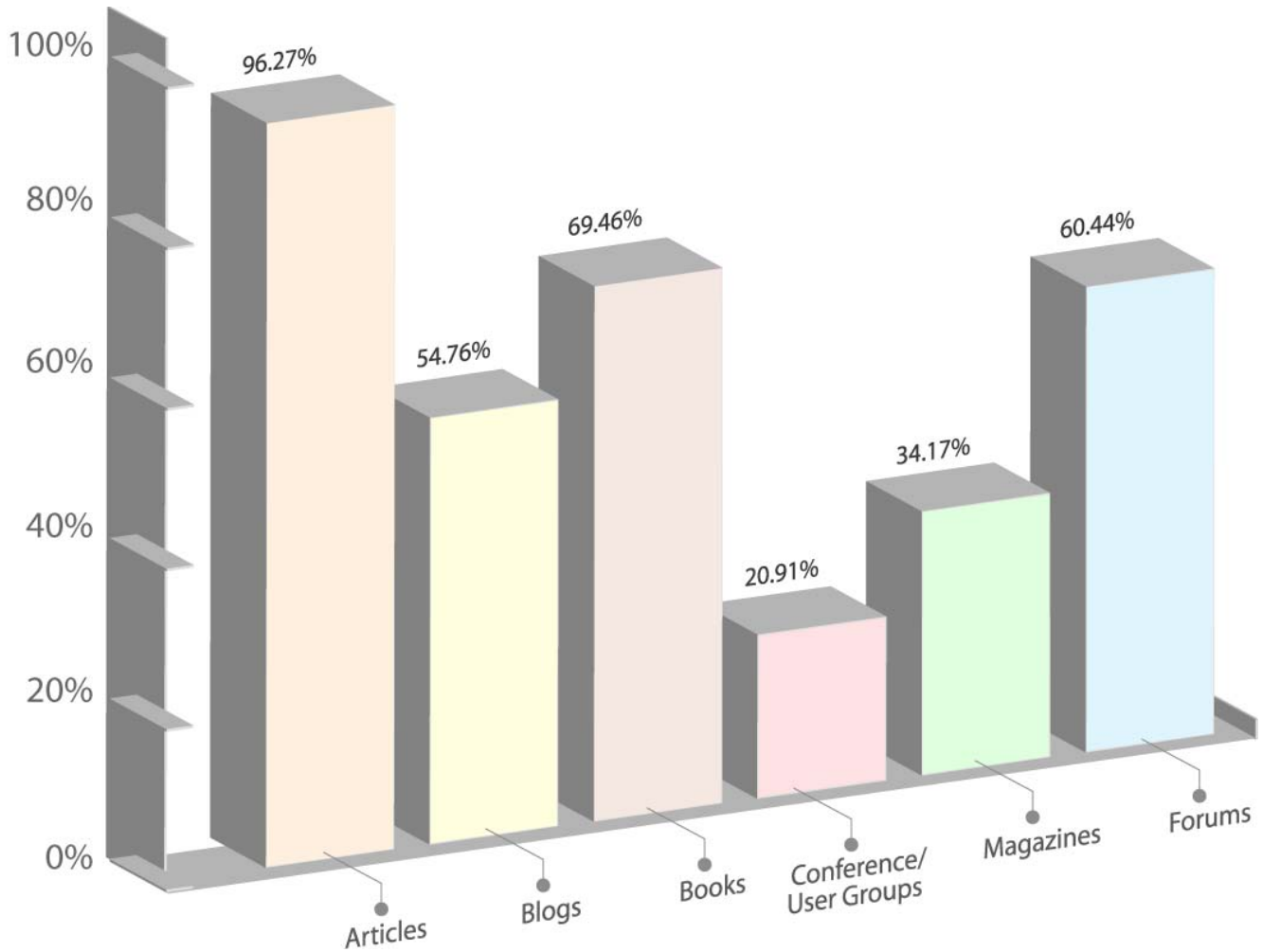
Information Gathering and Dispersal

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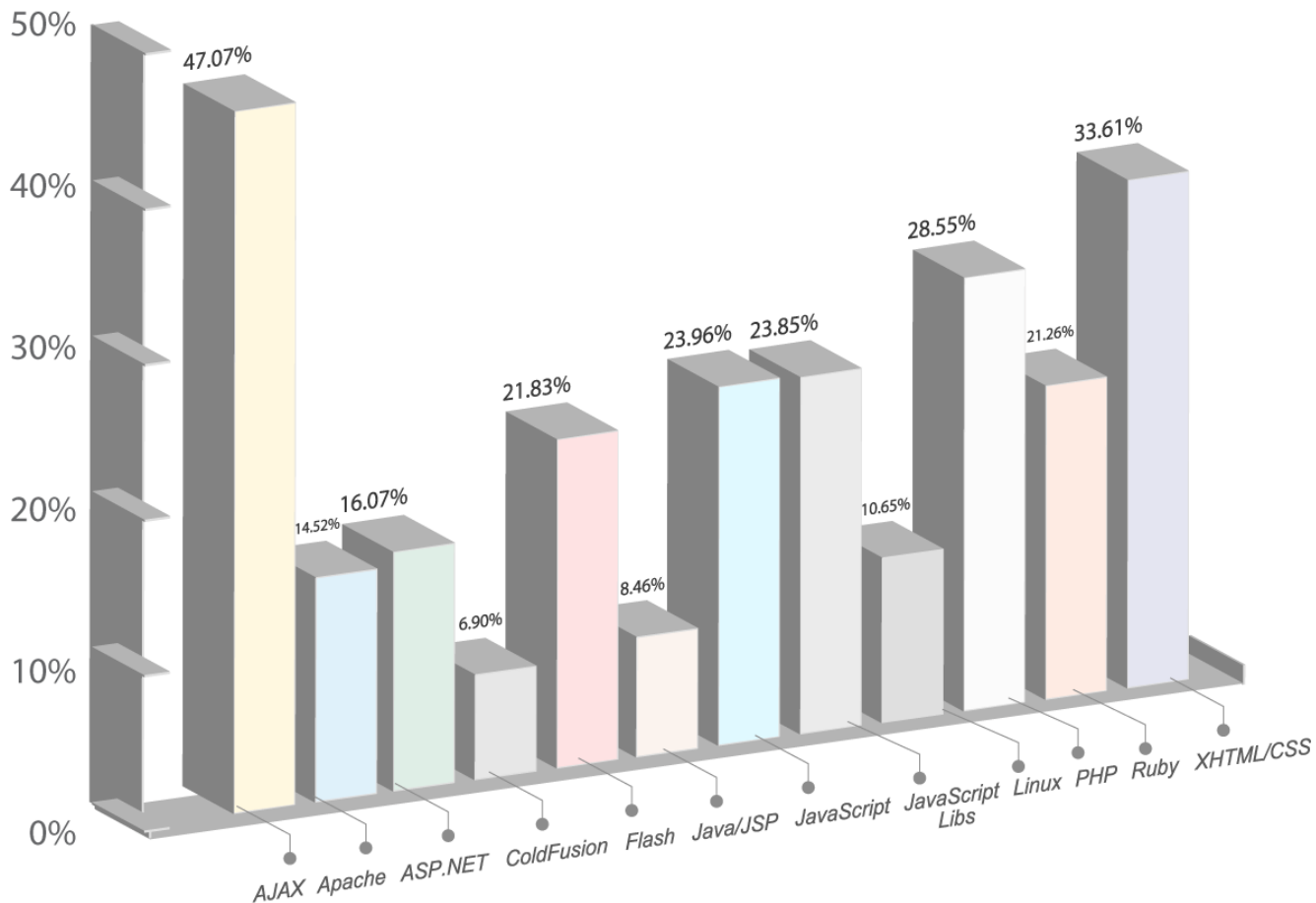
Do you personally maintain a blog?



What resource(s) do you use to keep your skills sharp and your knowledge timely?



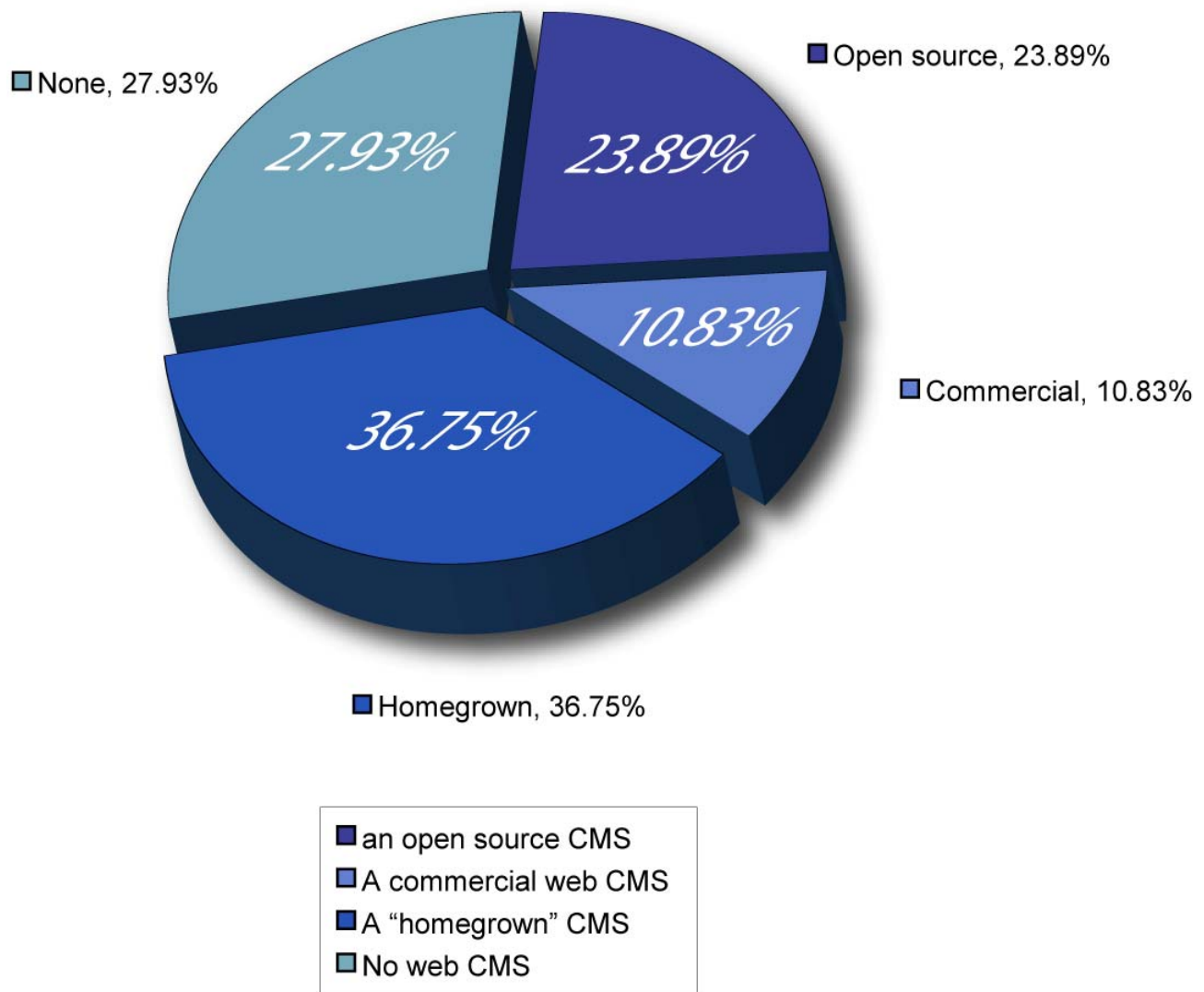
What technologies do you wish had more resources available on the Web and in print?



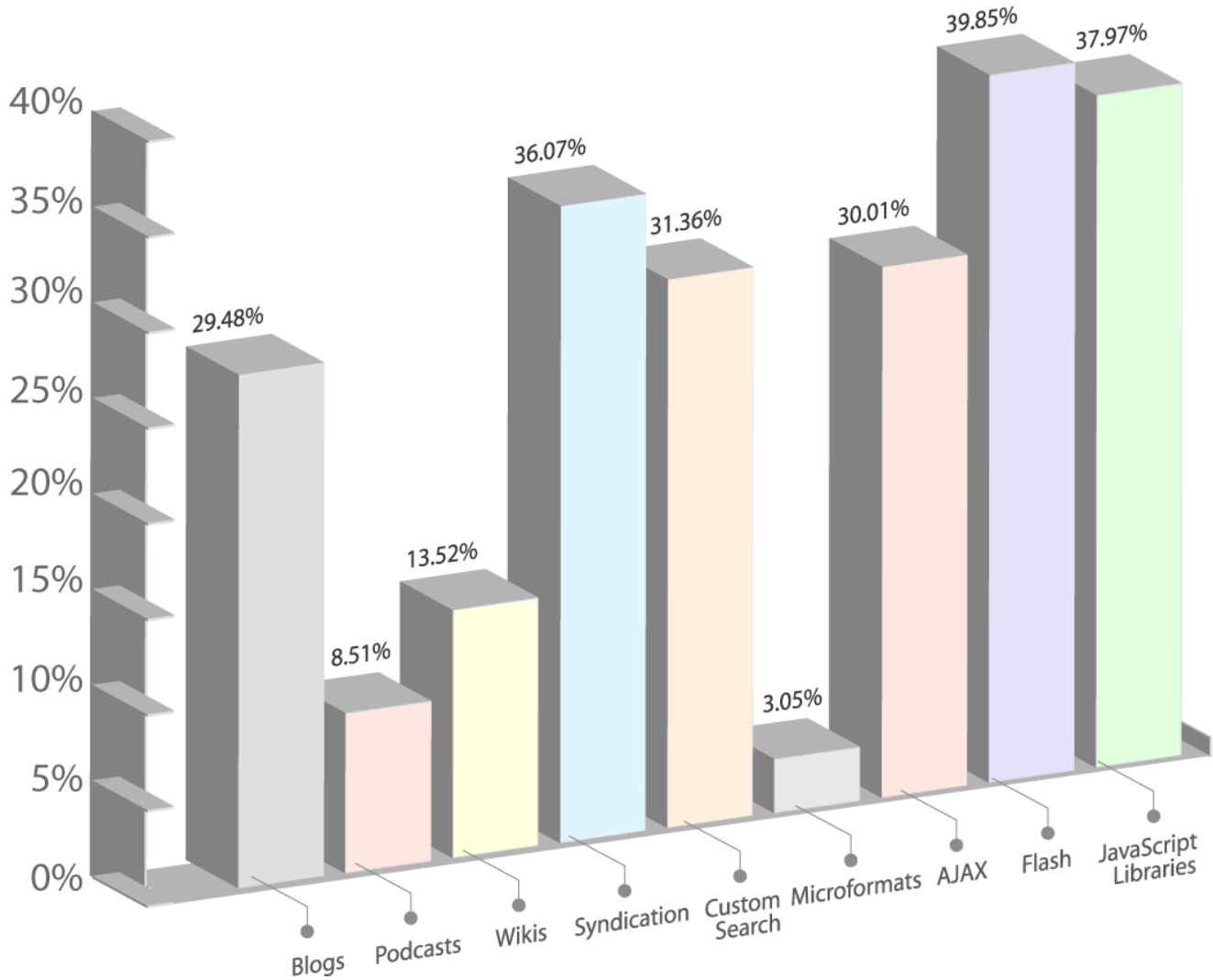
Web Technology Adoption

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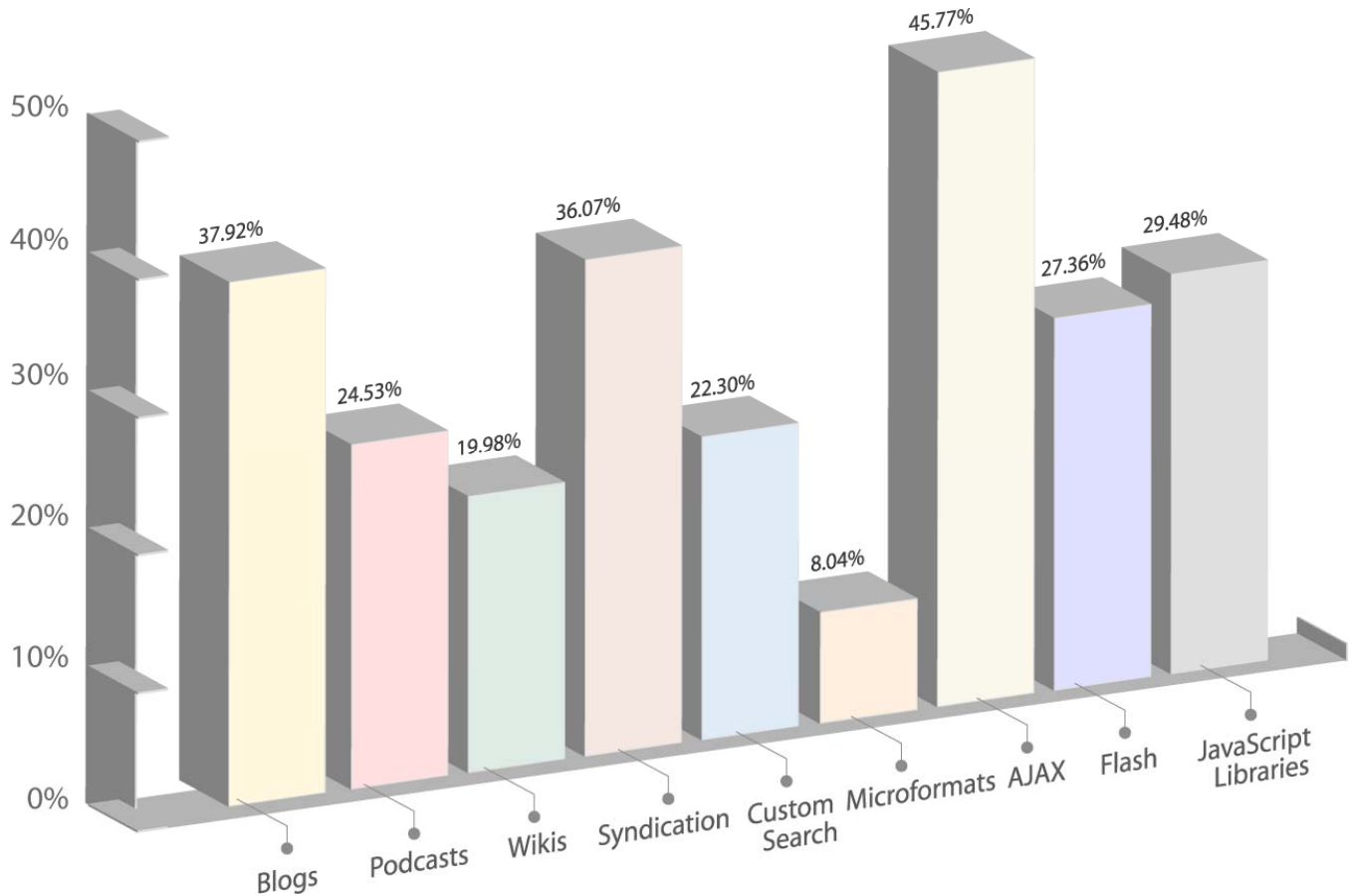
For your web projects, what is the primary type of web content management system you use?



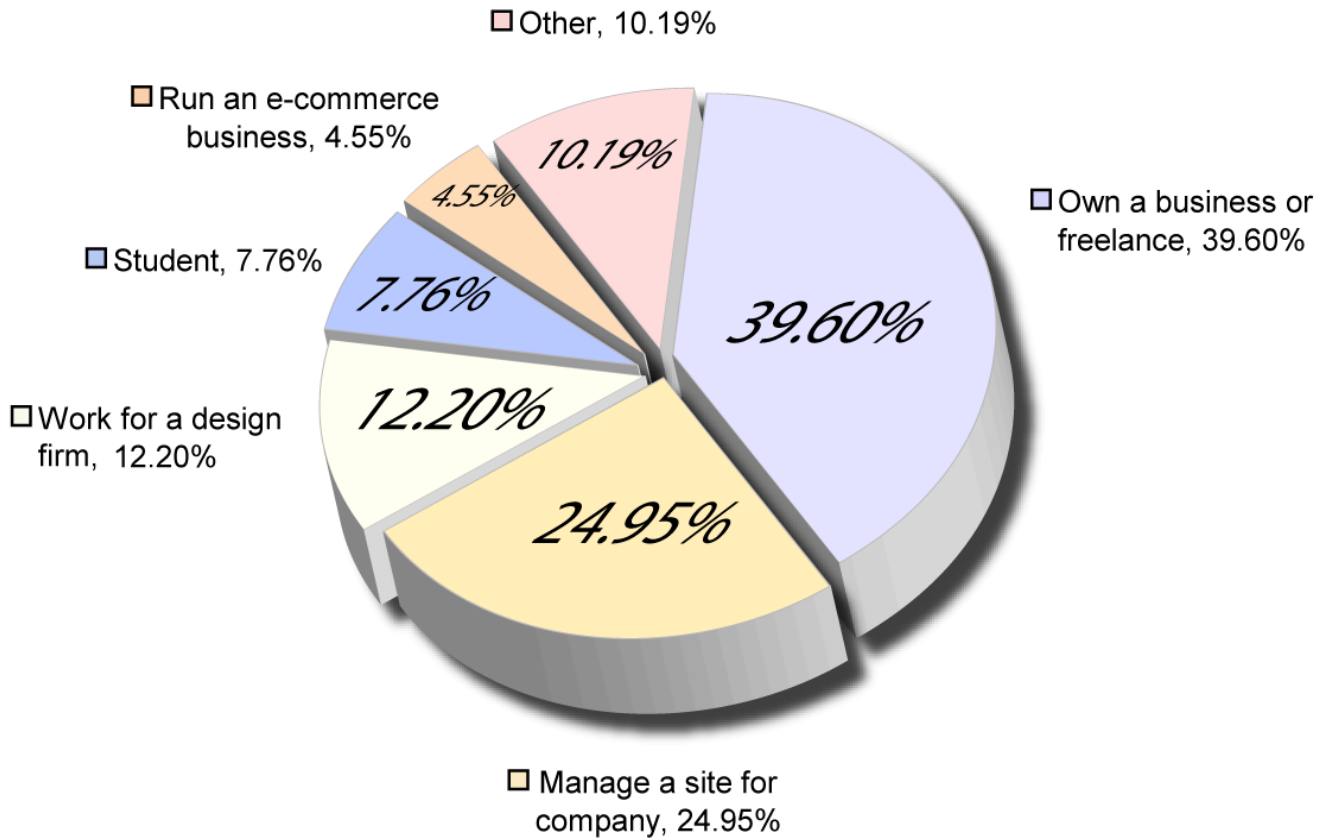
Which technologies do you or your organization use in your current web projects?



Which technologies are you or your organization planning to use in your future web projects (next 12 months)?



What best describes your primary involvement with the Web?



What will be the next big thing on the Web?

This question drew responses from egomaniacs in need of a reality check ("Me!" was a common answer, yet funnily enough, few seemed to explain why) and the wise guys of Web 3.0 to a handful of doomsayers and rather uncreative types unwilling to prognosticate about the future. Interspersed along the way, though, were some witty, thoughtful and truly inspiring ideas about the ways in which the Web may evolve.

What follows are some of the more interesting, insightful, creative and cheeky answers:

Real-time visual 3D view and navigation of a site – your mouse pointer moves not only two dimensionly (X, Y), but also goes further inside the site (Z).

I don't envision a "next big thing" so much as an evolution of current trends towards standards compliance, responsible use of technologies and semantics, which will hopefully aid in creating a more tightly woven web of relationships between resources.

I think we'll continue to see simplistic elegance and functionality reign supreme. I think a lot of what is "hot" right now will pass as a fad, and only what is truly functional, accessible, marketable and useful will remain.

Not entirely sure – the sky seems to be the limit – but the wider range of screen sizes from which to view the Internet (from large 20-25" monitors to small cell phone, watch and PDA screens), as well as the ever increasing awareness for the need to include people with various disabilities in the demographics for the websites we create, leads me to believe that the next big thing on the Web will include being able to design sites to be accessible from any number of devices in a large variety of sizes.

A mashed-up Web 2.0 web app oracle, which tells me what the next big thing on the Web will be.

I would love to see some real progression on the notion of portable information: my content as I want it where I want it and adjusted for various (hopefully better) interfaces.

Pure interaction with the user: giving the user the chance to style a site to his needs, save those preferences and have them ready every time he visits a site. Users will be able to interact with the content without the webmaster or designer having to constantly monitor everything in the background. They just have to set up the site, then it will be up to the users.

Paradigm shift: you will not search the Web for information. You will define what you want, and the Web will collect it for you. Example: I, the customer, will define that I want to buy a screen. This info will be distributed/collected by potential vendors. They will then present me, the customer, with the information that will enable me to purchase their products.

I think much of the hype of Web 2.0 will lead to more focused websites that not only do something (one thing) well, they do something that everyone actually wants and/or needs. Many of the sites we see now focus on some cool technology or concept, like social interaction, which has little practical usefulness. People rarely gather online and do things for the good of the community. They only do things that make their lives easier or because there is some intrinsic reward.

In my opinion, the future (Web 3.0?) will be the focus on content, and not functionality (which is Web 2.0). The sites that are able to provide the easiest access to the most in-depth and useful content will be the ones I would bank on. Everything else, including all the copy-cat sites that don't improve on another idea, will go the way of the dodo.

Voice interactivity/navigation – users say what they want to do or where they want to go within a site OR a digital “site assistant” that speaks what the visitor would normally read – less text and a more replicated-human interface

Stuff that “just works.” Users don't care about the technology, as long as they can find what they want.

Fragrant websites, using XHTML 2.5 markup to drive pheromone emitters on USB sticks or embedded into SD cards for mobile phones and PDAs (making your site designs truly sexy). Odor-capture-enabled cards on digital cameras add a new dimension to images on the Internet. Does that food smell good? Book a place in our restaurant now! Ordering flowers? Have a sniff of these!

I believe that now that people are getting faster Internet connections, things like video that are beginning to take off now will be a big part of e-commerce sites and service sites. It is a great way to try and earn trust with the customer as you can show your face – chat to them and let them know who you are.

Customer service – I expect the customer service levels of commercial websites will increase to the point where customers will get a much richer experience from shopping online than traveling to brick-and-mortar stores. This will allow a wider range of products to become available on the Web.

The search engines will overtake the Web and its content! More and more, search engines and directories will store the content of websites, and there will be no more need to go to the actual sites. Why visit a page when its content is available in at least 6 other places?

The next big thing on the Web will be family (or heritage) portals where genetic- or heritage-related families combine to create genealogy sites. These sites will maintain information about the ancestry – family names, occupations, photos, etc. – in digital format. Global weather won't destroy or wipe out entire memories of families – it will be safe, stored on redundant servers and preserved in the "heritage family vault" on the Web. You'll get this huge pool of data about people and how they're related to each other. Whether it's just family all within one town or one state or one region or one country or one planet, just link the people with a photograph and blurb. How cool would that be? An option for a fee-based service could be sending mouth swabs to get family members DNA-sequenced. Store that information for any need to match DNA for any reason – health or emergency, we have it on hand and ready for immediate use and retrieval.

I believe that the next step for the Web is total immersion. Cell phones, PDAs, laptops, PCs, TVs – so many different ways exist to access the Web and more are added every day. The Web is going to become –if it hasn't already – the hub on which the world spins. Think about it:

- You're away from home on a business trip, your hotel room is smart. It knows your name. It knows what kind of beer you like, how you like your coffee and how you like your toast done in the morning. It knows this because you bought the latest, greatest refrigerator, toaster and coffee maker for your home. Each has the capability to learn how it is most used. The refrigerator scans bar-codes as you put items in. These appliances use Bluetooth or some other RFID to access a secure database through the Internet. This database is then accessed by your hotel room appliances when you check-in. In the morning, when you wake up, your coffee is made just how you like it, and your toast is cooked.
- Your dog ran away. For a moment, you panicked, but then you remembered you had that new chip implanted (or a new collar put on) with an RFID signal. Before you know it, you're pulling up [findyourbestfriend.com](#), logging in and locating your dog. How? Sensors [findyourbestfriend.com](#) implanted onto the local power lines picked up the signal and reported it back to the company's servers. The servers triangulate the position from sensor data and GPS feeds, then place it into your browsing window. You go get your dog.
- You can't wait for the next big action movie, "Vampire Fraternity Followers of Dogbert" to come out. You just got off the movie's blog, where the producers informed everyone that post-production is done. A few years ago, it still had a few months to go. The movie had to be copied to film or DVD and distributed. Because of the proliferation of Gigabit Ethernet, and the bill that was to abolish Net Neutrality was defeated, your local movie theater will be showing a streaming, HD projection of the movie, complete with previews and a few ads, in about a half an hour. Better get moving, if you want a great seat for seeing Dogbert lead his army of vampire frat boys against a world full of "blasted simpletons."

The web is becoming a reflection of, and enhancement to, our world. It connects us, binds us, enables us and empowers us. The next step is for it to embrace us.

Integration of Internet technologies into everyday life that does not involve a desktop or even a mobile/cell/PDA – how about stock control of your fridge via RFID and live links to online grocery stores? Or recipe ideas straight to your cooker based on what you cook? Essentially, bridging the gap between all the devices we currently use independent of the Web where there's real value to be delivered to the enduser. This is the future.

Citation Policy

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About SitePoint

SitePoint is a fast-growing online media company and information provider targeting the web professional market—specifically web developers and designers.

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The company has six major revenue streams: advertising and sponsorship, content-based products both online and in retail, software, and more recently, streaming video subscriptions, classified listings, and industry reports.

About Ektron

Ektron's web content management and authoring solutions are affordable for any organization and simple enough for anyone to use, yet offer webmasters, designers and developers all the tools they need to create, deploy and manage interactive web, intranet and extranet sites in one platform.

With Ektron CMS400.NET, companies can do what they want on the Web, including developing rich sites for personal, two-way communication with visitors, building community through memberships, blogs and forums, and attracting more repeat visits using RSS feeds and web alerts to increase business opportunities. An open API allows for easy customization and extension.

Ektron is headquartered in Amherst, N.H., and has more than 15,000 customer implementations worldwide, including Unilever, Intel and Pfizer. For more information, visit <http://www.ektron.com/>.

What's Next?

If you find the content of this free preview helpful, why not purchase the full report?

The full report includes:

- 54 pages of results, analysis and commentary on the state of Web Development in 2006/2007
- raw results dataset from over 5,000 survey participants
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This complete, yet easy to digest, almost "conversation style" report will bring you and your organization up to speed with the state of the web development industry in 2006/2007, with a look at what challenges lie ahead.

What's Covered in the Report?

The report addresses the following areas:

- How Web Professionals Classify Themselves
- Server Platform Utilization
- Design Practice in the Real World
- The State of Content Management
- New Technology Adoption Patterns
- Where Developers Turn for Resources
- The Future of the Web

The detailed report is richly illustrated with graphs of survey results and correlations. It also contains a comprehensive glossary of terms, with complete and easy-to-understand definitions for all terms used.

Who Should Purchase this Report?

This report is a gold mine for those who target or work with web professionals, or have a vested interest in the web development space. For example:

- media outlets (newspapers and magazines)
- software providers
- IT consulting companies
- IT book publishers
- web design and development shops
- technology evangelists and bloggers

You'll not only benefit from being able to refer to up-to-date industry statistics, facts, and trends, if you sell products or services to web professionals, you'll gain invaluable knowledge to help you tailor your marketing strategies for the future.

How to Purchase the Report

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