

Reading: A web developer's work

3 Read this case study about a website development project. What do you think? Is the fan site good? Was the project successful? How do you know?

A web developer's work

Andrea Pinheiro da Silva is a web developer who is well known for the websites she has developed. Her websites have won several awards. Here, she describes a recent project.

'Recently, I worked on a project for SLFan, a fan club for the *Space Liberator* game. There were a few other sites for fans of the same game, so it was important that it looked exciting and dynamic, to get more site visits. The customer also wanted their new site to have two different areas: a public one for general content and a private one with premium content for paying fans.'

We decided to use a combination of PHP, HTML5 and MySQL. PHP was chosen to keep costs down (it's open source) and for its flexibility. It's also very versatile: it integrates easily with many other website tools. We mainly used HTML5 for multimedia content but also used other systems so that the site can be viewed on many types of devices, including mobile devices. And MySQL was just right for the private area: forum posts and other private data can be stored in the MySQL database.

Speaking of mobile devices, one of the challenges was to make the site viewable on mobile phones and smaller tablets. We had to make sure that every page can be seen in mobile format. We also had to work on SEO because high search rankings were required. That involved working closely with SLFan.

The end result was a website that the customers were very pleased with. They were great people and real fun to work with!'

4 Find words in the case study in 3 that match these definitions.

- 1 accessible by anyone (paragraph 2) _____
- 2 information, images, video, etc. on a website or in an application (paragraph 2) _____
- 3 better or more expensive than others (paragraph 2) _____
- 4 two or more things that are used together (paragraph 3) _____
- 5 that can be used in many different ways (paragraph 3) _____
- 6 things that are difficult to do (paragraph 4) _____
- 7 possible to see (paragraph 4) _____
- 8 position on a page of search results (paragraph 4) _____