

**Meta Description:** Website creation is a vital part of marketing your brand. Let's look at its two parts and how QRx Sales and Digital Marketing Services can help you design and develop your website.

# What's the Difference Between Web Design and Development?

Website creation is a vital part of marketing your brand. Let's look at its two parts and how QRx Sales and Digital Marketing Services can help you design and develop your website.



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If you have just started looking out on how to build your business' website, you might be a little confused about the various terms associated with it. One of the things most people get mixed up is a web design and web development.

With most templates and services out there, design and development are sometimes merging into one. However, both still have their roles in creating websites in different areas. To help you get started on website building - let's look at the differences in web design and development.

**Web Design** is the process of having the website's site map, user experience, structure, and mockup created. It focuses on the style and feel of the page and uses software to customize the website's [visual elements](#). To create designs, web designers also utilize Adobe Photoshop, Illustrator, or GIMP to ensure that the site is aesthetically pleasing and user friendly for the website's visitors. Besides this, designers track information flow and may also be responsible for website analytics.

Web designers also maintain the site's [user interface \(UI\)](#) and user experience (UX) design. The **UI Design** focuses on the visual elements of the site like the color scheme, fonts, and layout while **UX Design** deals with the site's navigation and usability for better user experience.

**Web Development** takes the design and uses it to bring the website to life. Web developers use HTML or a more dynamic approach incorporating [programming languages](#) such as PHP to develop the website pages. The process of development makes the website dynamic, tracks SEO, and site visitors, and makes the site work on all screen sizes and maintenance.

Web developers encode the design using front-end development technology. **Front-end development** uses scripting languages to build user viewed markup pages. On the other hand, **back-end development** deals with data requests and management. It focuses on how the site functions and how the customers get things done on it using certain functionality.

In short, web design deals with the site's function and overall look, while web development uses programming languages to bring the designs in life.

If you are building a car, a web designer is responsible for the car's interior design and the ease of driving and riding in the vehicle while a web developer is responsible for using different components such as the transmission, engine, and wheels to create a fully functioning car that is technically error-free in its aspects.

**Your business' website is one of the most important parts of marketing your brand. With people grabbing their phones when they want to know something, it is vital that you have a fully functioning website.**

If you are still learning the ropes of website creation, you can always have web designers and developers to assist you. QRx Sales and Digital Marketing Services offers both web design and development. The company focuses on creating websites that employ all strategic and tactical requirements to position each client's brand towards its market demographics.

The professionals of [QRx Digital Sales and Marketing Services](#) are all experts in their respective fields. With a client-centered partnership as our top priority, we help brands and businesses create, formulate, and execute sales strategies for them to build relationships with their potential customers and respective industries quickly.