Special Features of Freelance Website

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ANNOTATION

The article deals with significant facts about Freelance Website, its function and special peculiarities. Moreover, facts about the importance and goals of Freelance Website in today's life were given.

KEYWORDS: Freelance, Coding skills, Business skills, eye-catching, target audience, target audience, Front-end programming, sophistication.

Freelance web developers are self-employed professional coders who create websites for several clients and get paid for each project. Because they don't work for an ployer, they get to set their own price, choose which client to work with, and work on as many projects as they want. To be a successful freelance web developer, you need to have a balance of coding and business skills.

Coding skills – Web developers are expected to know how to code. You can start with learning HTML, CSS, Javascript. There are free and paid online and offline courses or bootcamps that you can take to learn how to code if you're starting from scratch. At the minimum, you can start freelancing with only HTML & CSS knowledge. You can also use a CMS like WordPress or Editor X if you're not interested in coding too much. Many successful freelancers go this route and it's perfectly fine.

Business skills – A common mistake of new freelance web developers is the failure to see this as a business. Building a business requires a specific set of skills including but not limited to marketing, building a brand, setting the right price, negotiating, networking, and much more. Because it's your business, you're going to handle every aspect of it from looking for clients to managing your cash flow.

Freelance web developers create eye-catching and user-friendly websites to generate web traffic and promote their clients' products and services. Unlike staff web developers, freelance web developers are independent contractors who may work for an individual or business on a short- or long-term basis. As a freelance web developer, you determine your target audience based on your client's customer base and design a website to attract new customers and keep current customers interested. You may also meet with your client to ensure you understand their expectations and wants for their website. When developing a design, you may collaborate with a team to create a new site or find ways to improve an existing one. Functionality and aesthetic appeal are your two primary goals. To become a freelance web developer, you may choose to pursue formal education or learn the trade on your own. You may earn an associate or bachelor's degree in web development, computer science, information technology, or a related field, or you can attend a certificate program at a vocational school.

Other aspiring freelance web developers take online courses and learn how to code and create websites on their own. Become proficient with a variety of coding languages, such as C#, Java, JavaScript, and Python. Obtain an internship or entry-level position at a technology firm or in the IT department of a company to gain hands-on experience in the industry. Most freelancers work in the field for a few years before becoming independent contractors. As a freelance web developer, you may market your services with large firms that have IT departments, or you may decide to work with individuals or small businesses. The daily job duties of freelance web developers vary, depending on the company they work for and the scope of the project. General job duties may include meeting with clients to determine the client's goals and expectations for their website. They may spend time designing website layouts to fit the client's specifications. Some freelance web designers spend their day coding and programming different functions of the website. Others serve as quality c (QA) testers after the application is created to ensure it is running smoothly, looks good, and is user-friendly.

Freelance web developers are independent contractors, so some of their time is also spent processing invoices and payments from clients. Freelance web developers work in a highly competitive field, especially because they are independent contractors who need to find their own clients. Each client's project is different, so freelance web developers need to be adaptable and able to meet the client's expectations. Freelance web developers must know how to work both on their own and collaboratively with a team. Great web developers are detail-oriented problem-solvers with strong technical knowledge of how computers and web servers operate. Proficiency in many software programs, web applications, and programming languages such as HTML, C++, JavaScript, Flash, and SQL is essential. Each phase of building a website is vital, so freelance web developers must have excellent communication skills to ensure everyone working on the project is informed of the current status of each step. So many people are attracted to the "next big thing" or a trend that seems to be working for other people. The freelancing industry has been growing unprecedentedly in the past years, and many new web developers are breaking into the scene month by month.

Web development is not a walk in the park, and growing a freelancing business takes time and skills just like any other kind of business. It's not something that you start today and the next week you'll already be successful. It can take months or even years. Web development is divided into two main areas:

➢ Back-End Development;

➢ Front-End Development;

Back-end development involves logic and problem solving while front-end web development focuses on the design and visual. Backend programming is everything you can't see on a website. Think of a server (a big hard drive with all the site's information) in a location somewhere in the world, processing all the website data and then sending it to the browser every time someone tries to access the website. A back-end system is like a car engine – it keeps the website running.

Front-end programming, on the other hand, is everything you can see, click, and interact with on a website. It's the design, color, typography, buttons, photos, videos, etc. Front-end developers are like the interior designers of the house built by back-end devs.

To sum up all given facts above it should be emphasized that freelance work has grown immensely over the past decade and is expected to further increase in the coming years. With such growth it is predicted that freelancers will account to as much as 80% of the entire workforce worldwide by 2030. Previously considered as mere side gigs and extra jobs, freelance work has now become a major employment option. One reason for its overwhelming development is the notion that conventional 9-to-5 office work is evidently not compatible in this highly interconnected globalized world. Another rationale behind this global upsurge is the corresponding growth and sophistication of freelance platforms. Freelance platforms are important for both workers as well as employers. An Upwork report indicates that 80% of large corporations are planning to increase their use of freelancers. In fact, there is a 30% demand increase in the number of work projects accomplished through these types of platforms.

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