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Methods and technologies of web-site development for educational and non-governmental organization

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In this topic we have discussed the approaches, goals and objectives of the web-sites for educational and non-governmental organizations.

We have analyzed the web-sites of the best universities in the world according to the The Webometrics Ranking of World Universities for the period from 2012 till 2013.

The main tasks that have analyzed were the characteristics which are the most affecting to the performance of the web-site, such as:

- accessibility and visibility;
- clarity and quality of the content;
- the quality of the developed design (in the first place - the home page);
- clarity of structure of the site;
- visibility and relevance of textual information;
- compliance with the target audience;
- technical implementation issues (including download speed).

This analysis of web sites allowed formulating the basic criteria for the structure and design of the web-site and its implementation on the basis of the content management system CMS Joomla.