

WEB DEVELOPER

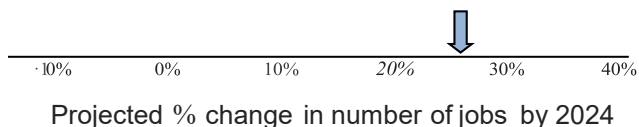
What do they do? Design, create and modify websites. Analyze user needs to implement website content, graphics, performance, and capacity. May integrate websites with other computer applications. May convert written, graphic, audio, and video components to compatible web formats by using software designed to facilitate the creation of web and multimedia content.

People with these roles and responsibilities are also called:
Webmaster, Web Developer, Web Designer.

Some typical duties include:

- Design, build or maintain websites, using authoring or scripting languages, content creation tools, management tools, and digital media.
- Write, design, or edit web page content, or direct others producing content.
- Confer with management or development teams to prioritize needs, resolve conflicts, develop content criteria, or choose solutions.
- Identify problems uncovered by testing or customer feedback, and correct problems or refer problems to appropriate personnel for correction.
- Maintain understanding of current web technologies or programming practices through continuing education.

Michigan Job Outlook "Faster than average" (+26%)



National Job Outlook through 2024: 26.7%

National Job Outlook through 2024

Most Important Occupational Skills

BASIC SKILLS

Active Listening
Critical Thinking
Reading Comprehension

PROBLEM SOLVING SKILLS

Complex Problem Solving

SYSTEMS SKILLS

Judgment/Decision Making
Systems Analysis
Systems Evaluation

SOCIAL SKILLS

Social Perceptiveness
Coordination
Persuasion

TECHNICAL SKILLS

Operations Analysis
Programming

RESOURCE MANAGEMENT

Mgmt of Financial Resources
Time Management
Mgmt of Personnel

How much did these jobs pay in 2016?

Average: \$72,150 per year
(\$34.69 per hour)

Career Pathway and Educational Requirements

Entry level (\$35,000-\$50,000) Mid-Career (\$50,000-80,000) Senior-level (\$80,000)

Associate Web Developer ➡ Web Designer/Web Developer ➡ Senior Web Developer

REQUIRED FOR ENTRY

Associate's degree
Proficiency in web technologies

REQUIRED FOR ADVANCEMENT

Bachelor's degree
Several years of related work experience

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SOME CERTIFICATIONS THAT CAN HELP YOU ADVANCE:

- WOW Web Professional Certification (World Organization of Webmasters, unavailable online)
- Certified Web Professional –CWP (International Webmasters Association, available online)
- Certified Internet Web Professional- CIW (unavailable online)