

## IMPROVING THE METHODOLOGY OF CREATING MODERN SITES.

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**Annotatsiya:** Zamonaviy veb-saytlar foydalanuvchilarga qulaylik yaratish, ma'lumotlarni tez va samarali taqdim etish, shuningdek, brendni rivojlantirishda muhim rol o'ynaydi. Veb-sayt yaratish jarayoni esa doimiy ravishda o'zgarib boradi, yangi texnologiyalar va metodologiyalar paydo bo'ladi. Ushbu maqolada zamonaviy veb-saytlarni yaratish metodikasini takomillashtirish bo'yicha asosiy yo'nalishlar va tavsiyalar ko'rib chiqiladi.

**Kalit so'zlar:** veb-saytlar, axborot texnologiyalari, takomillashtirish, ma'lumotlar, smartfon, planshet, kompyuter.

**Аннотация:** Современные веб-сайты играют важную роль в удобстве использования, быстром и эффективном представлении информации и развитии бренда. А процесс создания сайта постоянно меняется, появляются новые технологии и методологии. В данной статье рассмотрены основные направления и рекомендации по совершенствованию методологии создания современных веб-сайтов.

**Ключевые слова:** веб-сайты, информационные технологии, улучшение, данные, смартфон, планшет, компьютер.

**Abstract:** Modern websites play an important role in user-friendliness, quick and efficient presentation of information, and brand development. And the process of creating a website is constantly changing, new technologies and methodologies appear. This article considers the main directions and recommendations for improving the methodology of creating modern websites.

**Keywords:** websites, information technology, improvement, data, smartphone, tablet, computer.

**INTRODUCTION.**

The convenience of using web technologies is explained by the ability to arrange information hierarchically and have direct access to each block. When gaps in knowledge are identified, it is easy to revert to a block that was not carefully designed. A detailed description of large volumes of information helps to master the topics in the classroom. The main advantage is that children are not tied to a specific computer. They store their information, tasks, developments on certain topics in the "cloud" and have the opportunity to use the information at any time. At school, at home, on vacation, students with a smartphone, tablet, laptop or other mobile device can access

the Internet, make changes to personal information, make a work schedule, write solutions to problems or perform other actions. The mobility of both schoolchildren and teachers is increasing. When organizing the educational process, it is necessary to follow the recommendations of the second generation of the Federal State Educational Standards. Therefore, when creating a lesson plan or summary, it is necessary to correctly allocate time for each stage, correctly use new technologies and work with students.

### **MATERIALS AND METHODS.**

Using web services provides many didactic opportunities. The presentation and transmission of information can take place in various forms. Participants of the educational process choose the method that suits them. Organization of virtual tours, visualization of data, transfer of educational and methodological materials in various formats, interactive communication, announcement of work results - all this is done with the help of web technologies.[2]

Conduct research to determine user needs and preferences. This helps to customize the site design to the users. Creating minimalistic and intuitive interfaces. Provide easy navigation and quick access for users. Ensuring websites look good on different devices (smartphone, tablet, computer). Creating responsive design using technologies such as CSS media queries and flexbox. If necessary, providing more convenience to users by creating mobile applications. Reduce site speed by using tools like Google PageSpeed Insights or GTmetrix to compress images and files, save them in the required formats and use a CDN (Content Delivery Network). Identifying and using keywords to optimize site content. Adding proper meta tags and descriptions for each page. This improves the visibility of the site in search engines. Creating interesting and useful content for users. Present information through blogs, articles, videos and infographics Facilitate content management by using CMS like WordPress, Joomla or Drupal.[4]

Installation of SSL certificates to ensure site security. This protects users' data. Regularly update website software and plugins. Monitoring and analyzing user actions by using Google Analytics or other analytics tools. Identifying the most effective solutions by testing different design and content options. Applying Agile methodology in the process of creating a website. This allows effective communication between team members and quick decision-making. Code management and teamwork coordination through the use of version control systems such as Git.[3]

### **RESULTS AND DISCUSSIONS.**

A number of strategies and techniques can be used to improve the user experience when creating a website. Conduct questionnaires, interviews and focus groups to determine the needs and preferences of users. Studying users' demographics, interests, and behaviors. The navigation system of the site should be simple and

intuitive. Menus should be clear and understandable so that users can quickly find the information they need. Creating a user-friendly interface means that buttons, forms and other elements should be placed for easy use. Apply responsive design so that the website looks and works well on mobile devices. It provides users with a comfortable experience on any device. If necessary, providing more convenience to users by creating mobile applications. Optimize images and files, apply cache and speed up the server to increase site loading speed. Reducing load times by removing unnecessary elements and simplifying scenes. Creating interesting and useful content for users. Information should be clear, simple and understandable. Make content more engaging with images, videos, and infographics. Receiving feedback from users and taking them into account. Through this, you can constantly improve the site. Identify the most effective solutions by testing different design and content options. Using the HTTPS protocol to ensure site security. This gives users confidence. Clear definition of privacy policy and protection of users' personal data. [5]

Provide users with an opportunity to ask questions and get help. Support via chatbots, online help and phone calls. Create a FAQ section for users to quickly answer their questions. It is important to implement the above recommendations to improve the user experience. Every user expects a convenient and efficient experience that suits their needs. With these approaches, a website can be made more attractive and user-friendly.[1]

### CONCLUSION.

Improving the methodology of creating modern websites includes a number of areas such as improving user experience, increasing site speed, optimizing SEO and ensuring security. By implementing these recommendations, organizations can make their websites more efficient and user-friendly. Given that the process of creating a website is constantly changing, it is important to master new technologies and methodologies.

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