The Best of Times, The Worst of Times


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In the beginning… (1994)
...and then not long after...
...which led to a first taste of web programming for many.
GNU/Linux OS
Apache Web Server
PHP Scripting Language
Agency Built Content Management Systems

- No Quality Control
- No Peer Review
- No Documentation
- Proprietary
- Cause Lock-in
...and the agencies loved lock-in...
Meanwhile, in Redmond:
...and as if that wasn't bad enough:
1998 - the World had woken up.
Which led to many web agencies making a ton of:
...and much merriment ensued..
...but unfortunately didn't last, as the boom turned out to be a:

Which Soon burst...
The Middle Ages (2001-10)
...and Flash begins to really dominate:
A lot of agencies adopt:
Meanwhile, a Proliferation of Open Source CMS

- Drupal (2001)
- MODx (2004)
- Joomla (2005)
- Plone (2003)
- Geeklog (2000)
2004, The Year WordPress is born

>90% Browser Share
The Golden Age (2010-2015)
WordPress Dominates
Flash Usage Declines
Open Source Browsers Fight Back
Git and Social Coding
An Avalanche of JS tools..
Roots / Bedrock / Trellis
Open Source Dominates The Cloud
Mobile Browsing Takes Off
Browser usage stats, August 2015*

* Source: http://www.w3counter.com/globalstats.php
2015 - Commoditisation
Quality, Cheap WordPress Themes
Burgeoning Social Networks
Automation / Artificial Intelligence
The Rise of the App
So what can be done?
Specialise!

- Domain Knowledge
- Verticals
- Multi Platform (Meteor)
- Internationalisation
- Accessibility
- Inbound Marketing
Innovate!

- Support and Maintenance
- Copywriting
- Curation
- Enhanced Analytics Reporting
- Consultancy
- Community Building