

Content Brief

Simple Guide: How to Make a Website App for Your Small Business in 2024

Category (Choose one)	Programming & Tech Guides
Content Summary	Updating existing post: https://www.fiverr.com/resources/guides/programming-tech/build-website-app This will be a rewrite (normal rate)
Heading/Outline Ideas	See comments below
Target Audience	Brands and entrepreneurs
Content Goal	Drive traffic and get readers to convert into Fiverr users to hire a freelancer.
After reading this, the user should...	- Understand: The critical steps and considerations in the web app development process. - Consider: The advantages of hiring a professional developer or team from Fiverr to assist in creating a robust and scalable web application. - Do: Sign up on Fiverr to find and collaborate with expert web developers who can bring their website app idea to fruition.
Search Intent	The reader is seeking a comprehensive guide on creating a web application, including the stages of development, tools to use, common pitfalls, and best practices to ensure a successful launch and operation.
AMP Feature Opportunities	N/A
Format	Blog post
Focus Keyword(s)	How to make a website app

	Secondary: how to make an app from a website how to make a mobile app for a website how to make a website app on a mac Clearscope link – aim for A++ https://www.clearscope.io/fiverr/reports/36bcc9ff94a21dad/editor
Product Features and Benefits to mention	- A large marketplace of freelance ecommerce experts - Chat system to talk to sellers before you hire them, a single dashboard to manage freelancers, payments, and project files. - No monthly charge.
Internal Resources to Link/Mention	Look for relevant content to link to from here: https://www.fiverr.com/resources/guides Link these articles to appropriate anchor texts: Link to these published articles: ☐ https://blog.fiverr.com/post/what-to-know-and-do-before-starting-an-app-building-project ☐ https://www.fiverr.com/categories/programming-tech/website-development ☐ https://www.fiverr.com/resources/guides/programming-tech/build-a-website ☐ https://www.fiverr.com/resources/guides/programming-tech/website-builders ☐ https://www.fiverr.com/resources/guides/programming-tech/find-app-developer ☐ https://www.fiverr.com/resources/guides/programming-tech/build-website-app And include links to Fiverr’s freelancer categories when possible (e.g., if you mention web designers, link to web design category so readers can browse through web design freelancers on Fiverr)
Places to Get Quotes from	Use Qwoted, Featured, Connectively, and Help a B2B Writer to get quotes from SMES with relevant experience and expertise. Note: Be specific in your request and consider what answers you’re looking for (e.g., if you need examples for a section in your article, then ask for examples/stories specifically) Stories/examples are gold, especially if they come with screenshots for proof/results because it provides information that can’t be found elsewhere. Beware of

	responses that are generic and easily researched/pulled from Google SERPs.
5 Interview Question Suggestions	1. What are the most critical factors to consider when planning a web app? 2. How do you ensure the security and scalability of a web app during development? 3. What are some common mistakes developers make when creating web apps and how can they be avoided? 4. Can you recommend any specific tools or platforms that are particularly beneficial for web app development? 5. What best practices do you follow to maintain and update web apps post-launch?
Image Ideas	Screenshots, infographics, charts
Competing Articles to Beat	https://budibase.com/blog/how-to-make-a-web-app/ https://kissflow.com/application-development/how-to-create-a-web-application/ https://radixweb.com/blog/steps-to-build-web-app
External Links to Mention	Stats from reputable sources, original sources (no blog post stat round-ups), resources from non-competitors. No older than two to three years old unless from research that doesn't happen often (psychological studies, etc.)
Content Upgrade	Include copy for an infographic by pulling from what was written in your draft. Include a title, copy, design ideas, and a CTA to read the article and/or sign up for Fiverr.
Additional Content	Add a CTA (include type of freelancer, e.g., SEO expert): • Find talent • Find freelance services • Hire talent • Hire freelancers Also, keep the following practices in mind while interlinking and adding CTAs: • Our main hub for linking is the Marketplace, everything that comes after https://www.fiverr.com/categories/ that appears in the main menu • Don't link to search pages. • Don't link to tag pages (anything that is fiverr.com/gigs/) • Minimize your linking to Skill pages which are fiverr.com/hire • Don't only say "You can hire XX on Fiverr" when linking, also use the CTA of Finding Services: "you can find freelance logo design services by freelance designers on Fiverr"
Social Promo and Channel	

Target Word Count	2500-3000
Deadline for First Draft	
Useful Company-Related Resources	Blog post structure: https://docs.google.com/document/d/12Z3ewy8l9Uqia0378yGj61_jHQ8ZWloUqleTwka4OJ0/edit?usp=sharing Writing style guide: https://docs.google.com/presentation/d/1HGYAHhq0Echa39arfpkg3C4kF-5DXy6quQBxoP8chfc/edit?usp=drivesdk B2B case studies (for B2B topics/audience - use when promoting Fiverr Business to B2B companies): https://business.fiverr.com/cp/success-stories
Notes	We have a new influencer program that we really want to push forward by inciting creators to join. Youtube content creators are a double win as target audience since they are both potential buyers and potential influencers, but we can also mention social media influencers — depending on the article topic, whichever makes sense We need to make sure you talk about the program a little in related content. Here's the brief Meanwhile, Here is a link to the program landing page. AI Can't write an article without mentioning AI somehow, doesn't have to be a whole section, but it needs to be mentioned somehow, even you write a fried chicken recipe, AI needs to be there We have a new AI Messaging doc that you can use here We also have some AI webinars you can mention and link to in your content - Here I created a new brand & editorial guidelines in Clearvoice, it will always be

attached to your tasks, The AI Messaging is also there, its confidential so don't take it out

Writer's Checklist

- ☐ Structured with headers (H2s at minimum)
- ☐ Theme/narrative structure
- ☐ 5 internal and 2 external links added
- ☐ Stats from original source and no older than three years old
- ☐ Facts checked for accuracy
- ☐ Verb tense agreement/consistency
- ☐ Draft ran through [Hemingway](#)
- ☐ [Grammarly](#)/spelling checked
- ☐ Summary under title (1-2 sentence)
- ☐ TOC
- ☐ Image folder link at that top
- ☐ Include Alt Text for all images
- ☐ Mentions of Fiverr throughout with links to relevant Fiverr categories
- ☐ Links to relevant guides in post
- ☐ 3 links to relevant posts at the end
- ☐ Include link to source for images or comment if they were made by you
- ☐ No links to competitors (marketplaces, service providers, etc.)
- ☐ Mentions of AI and links to AI posts
- ☐ CTA to sign up to Fiverr normal account (not business)

Editor's Checklist

- ☐ Narrative/thematic structure edits
- ☐ Links/facts checked
- ☐ Word choice edits/comments
- ☐ Verb tense check
- ☐ Pronoun check
- ☐ Sentence structure and length edits
 - ☐ Avoid compound sentences (where applicable)
- ☐ Syntax recommendations/edits
- ☐ Writer questions
- ☐ Check for Alt Text on images

On-Page SEO

Please include the following as part of your draft:

☐ 3+ title suggestions

-
-
-

☐ Title tag (50-60 characters)

-

☐ Meta description (150-160 characters)

-
-

ARTICLE DRAFT

Image folder:

https://drive.google.com/file/d/1r_BBIP7nlaLt8oXFTy6cL464rRH52QaM/view?usp=sharing

Meta description: Learn how to make a website app that works seamlessly across devices and creates customer delight. Explore the steps, key considerations, tools, tips, and more.

Simple Guide: How to Make a Website App for Your Small Business in 2024

A website app is software that runs in a web browser on mobile and desktop devices. Learn how to make a website app that serves your users and business.

It's not easy to create a website app that's highly interactive, offers a smooth user experience (UX), and solves users' needs.

You need to strike the right balance between strong functionality and great aesthetics, so users can achieve their goals.

But with the right tools and a clear, flexible web app development process, you can build one that delights your customers.

This guide teaches you everything you need to know about creating a website app, including steps, key considerations, tools, and tips.

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What is a website app?

A website app, also known as a web app, is software designed to run in a web browser on multiple desktop and mobile devices with internet connectivity, such as smartphones, tablets, and computers.

For example, Google Docs is a web app that lets you write documents in your web browser, replacing desktop and mobile apps like Microsoft Word or LibreOffice. Other commonly used web apps are Gmail, Slack, and Facebook.

Web apps can also be online versions of downloadable software, like Notion or QuickBooks.

Unlike other programs, which run natively on a mobile or desktop device's operating system, a web app is only accessible through a web browser.

Although web apps look and act like mobile apps, they don't require installation on any device or from app stores.

Web apps and [websites](#) seem similar because they run on web browsers and multiple devices. However, a web app is more dynamic, can be a single-page or complex, multi-page platform, and can complete more complex user interactions.

A prime example is Airbnb's interactive web app. It offers a minimalist user interface (UI) with sophisticated filters and a clickable map, so users can easily search for vacation rentals based on various factors, like location and price.

 Lakefront

 Cabins

 Beachfront

 Surfing

 OMG!

 Tiny homes

 Amazing views

 Mansions

 Treehouses

 Rooms

 Off-the-grid

 Amazing pools

 A-frames

 Play

 Country



 Filters

Display total before taxes 

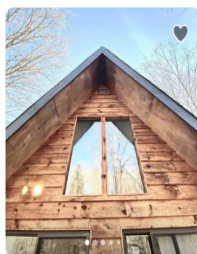


Guest favorite

★ 4.98

Mar 25 – 30

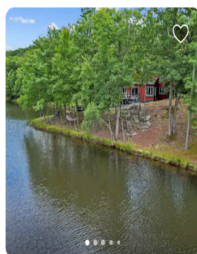
\$630 night



★ 4.96

Apr 7 – 12

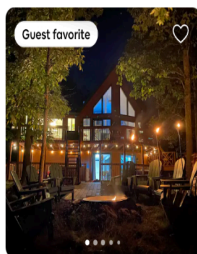
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Apr 7 – 12

\$470 night



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★ 5.0

Mar 17 – 22

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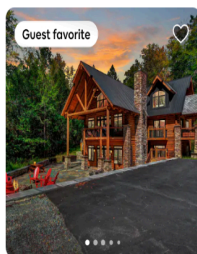


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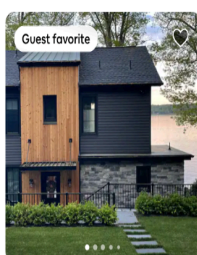


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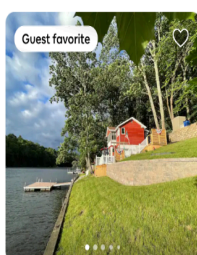
\$580 night



Guest favorite

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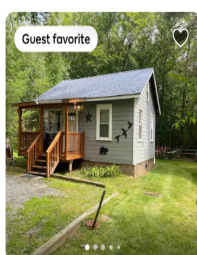
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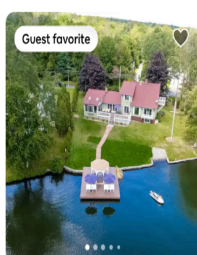
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Guest favorite

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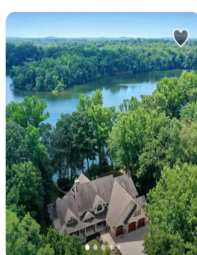
Mar 24 – 29



Guest favorite

★ 4.91

May 31 – Jun 7



33 miles away

Mar 15 – 20



White Lake

May 15 – 20

Show map



Source:

[Airbnb](#)

Here are a few more popular examples of web applications:

X

Home

Explore

Notifications

Messages

Grok

Lists

Bookmarks

Communities

Premium

Profile

More

Post

←

Fiverr

30.7K posts

Following

f

Fiverr

@fiverr · Feb 26

We've recently launched a new consulting category where we're giving businesses access to thousands of experts dedicated to helping accelerate growth.

Learn more here: fivr.co/3SReeUw.

Fiverr just launched

0:02 / 0:24

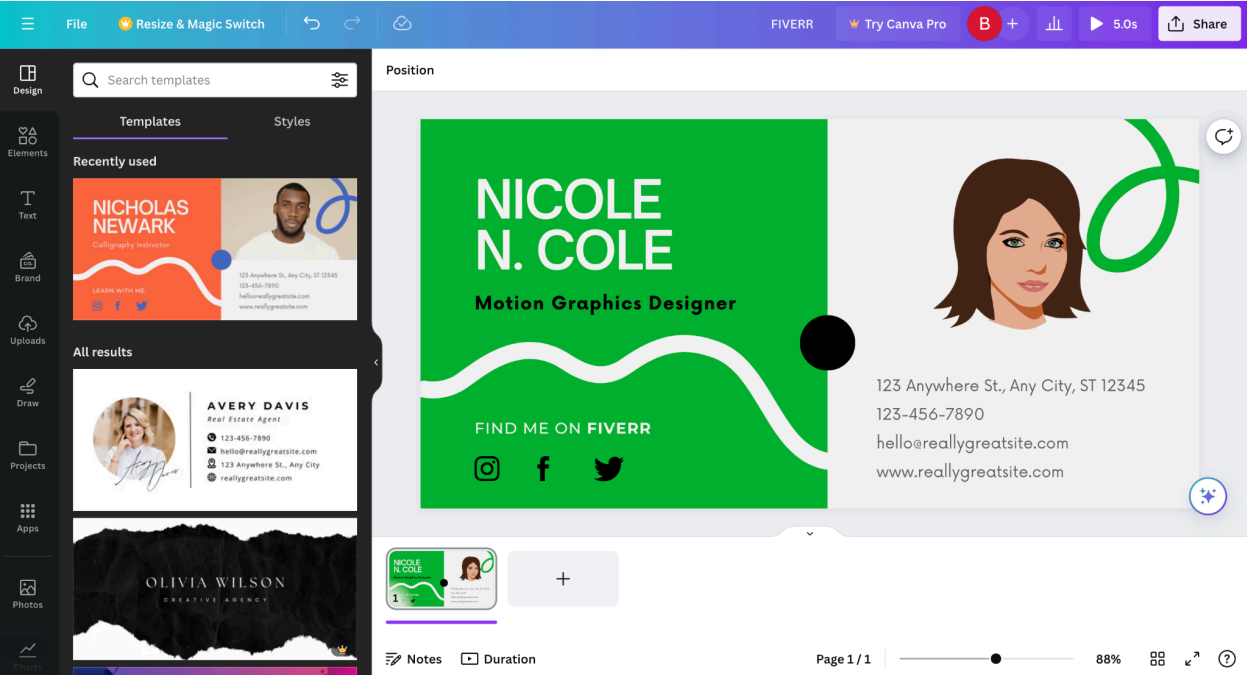
44

11

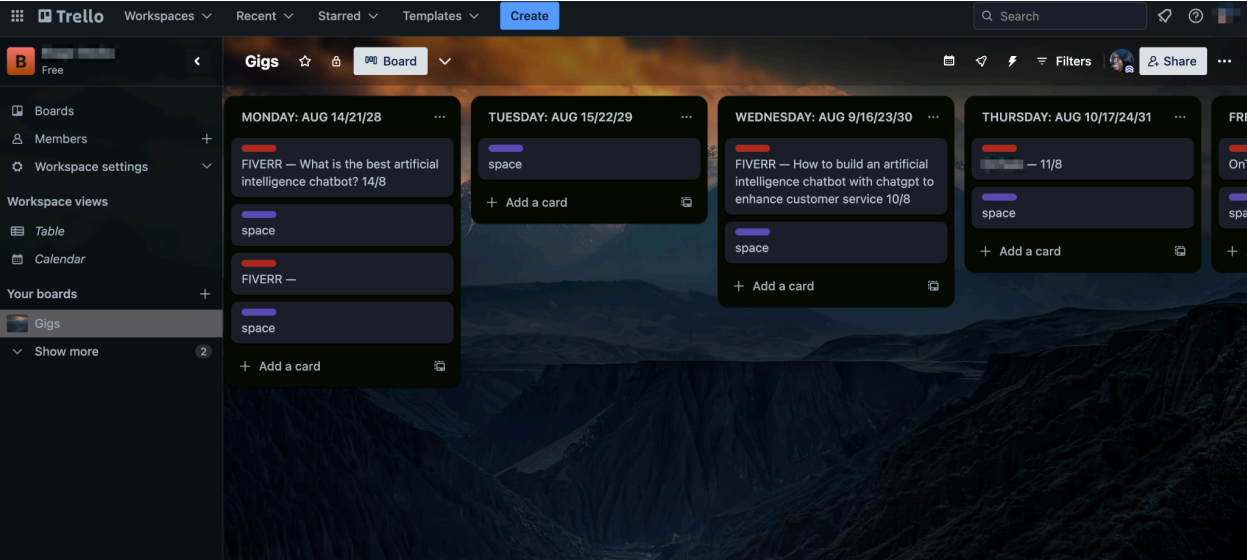
84

4.6K

Canva



Trello



Instagram

Instagram

Home

Search

Explore

Reels

Messages

Notifications

Create

Profile

Threads

More

fiverr

Follow

Message

2,953 posts

568K followers

1,291 following

Fiverr

@fiverr

E-commerce website

Fiverr is a global platform connecting businesses with freelance talent in the simplest way possible.

empil.fj/fiverr

Beats & Briefs

FiverrCommunity

Anywhere Worker

Seller Spotlight

Ask Me Anything

Remixed on Fiverr

Day in the Life

POSTS

REELS

TAGGED

Your Dream Team for...
Launching Your
E-Commerce Store

fiverr

Brand strategy

New brand

Brand Identity

Social Media Trends

Strategies for Staying Ahead of the Social Game

Instead of... Try this...

Jeremy Chua

Mic Engineer and Producer

@jeremychua

• 5

• Melbourne, Australia

It's a Melbourne music producer and mix engineer with a deep understanding of the intricacies of the music-making process.

Services

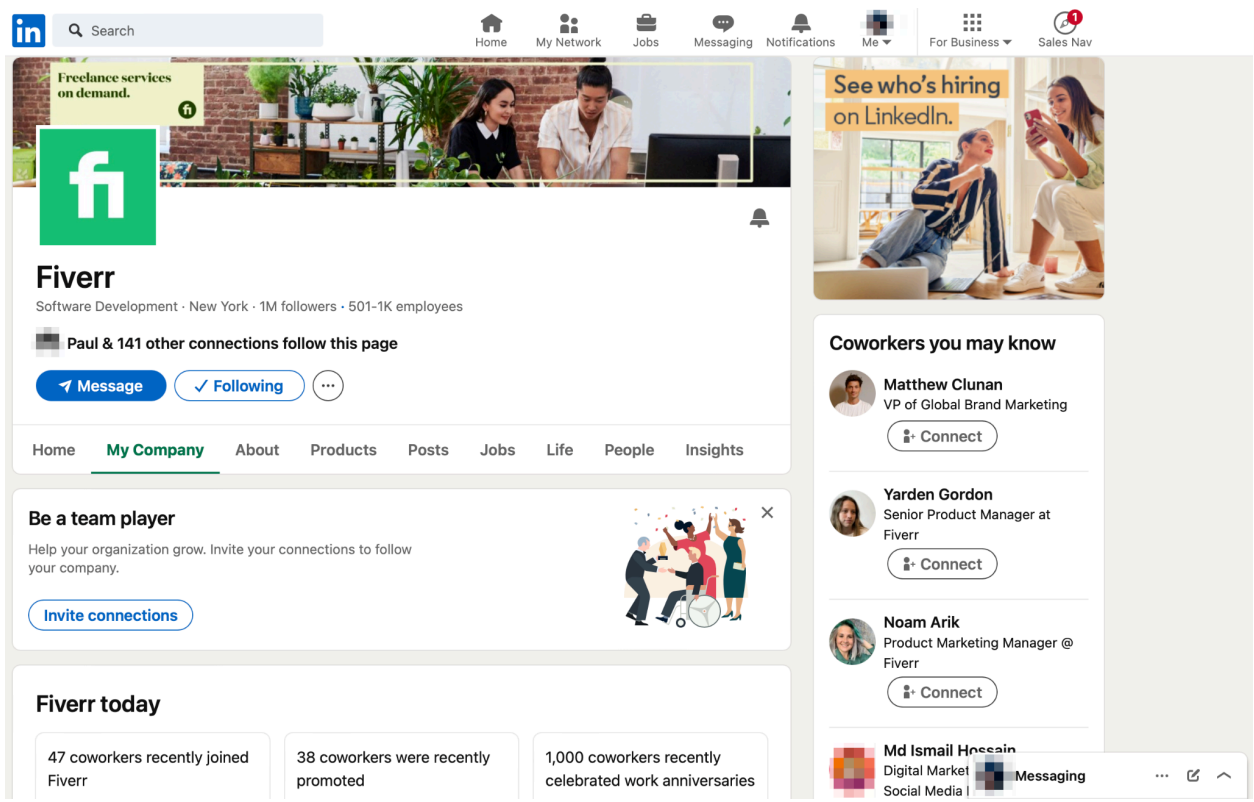
Mixing Mastering Vocal Tuning

Languages

English

BEYOND THE PROFILE

LinkedIn



You can custom-write a web app in code or build one using a no-code editor. Custom-made web apps vary based on their build/architecture or program organization system and include:

- **Single Page Application (SPA):** Loads a single document and updates or alters the existing one in real-time with new data from a web server based on users' actions and needs. Examples of SPAs are Netflix, Gmail, and Slack.
- **Multi Page Application (MPA):** Requires a new page load each time you update information. When a user takes an action, like clicking a link, the website sends new data for an HTML page reload, plus changes that reflect the user's actions. The Amazon online store is an example of an MPA.
- **Progressive Web Application (PWA):** Browser-based web app that uses web technologies and can work offline. You can install progressive web apps from a browser to a device's home screen so that users can benefit from web and native app features. Examples are Starbucks, Uber, or Washington Post.

With all this information under our belt, it's time to make that web app for your small business.

How to build a web app

Making a web app can feel overwhelming, particularly if you lack the technical expertise or budget to hire app developers.

Below is a step-by-step tutorial on how to make a web app, the tools you need along the way, and tips for success.

1. [Decide how you want to build your app](#)
2. [Determine the app's purpose](#)
3. [Perform market research](#)
4. [Identify the app's functions](#)
5. [Design app workflows](#)
6. [Build a prototype](#)
7. [Test and improve your app](#)
8. [Market the web app](#)
9. [Analyze the app's performance](#)
10. [Choose a host for the app](#)
11. [Launch/deploy your web app](#)

1. Decide how you want to build your app

You can make a web app using one of two options: traditional (custom) or no-code.

- **Traditional or custom:** Involves writing the actual code for your web app, then using programming languages and frameworks, like JavaScript, Ruby, React.js, PHP, CSS, or Python, to build the app. This option offers open-ended customization and doesn't lock you to a specific platform. But, it's slower owing to longer lead times and costlier, especially if you hire a dev team.
- **No-code:** Involves using a constructor or no-code editor, like Bubble or Glide, to build a web app. It's a cheaper, time-saving way to build, customize, and iterate your web app. Plus, you don't have to purchase additional hosting since it's already built into the software. However, no-code web app builders require platform commitment, and some tools may have feature limitations or restrictions.

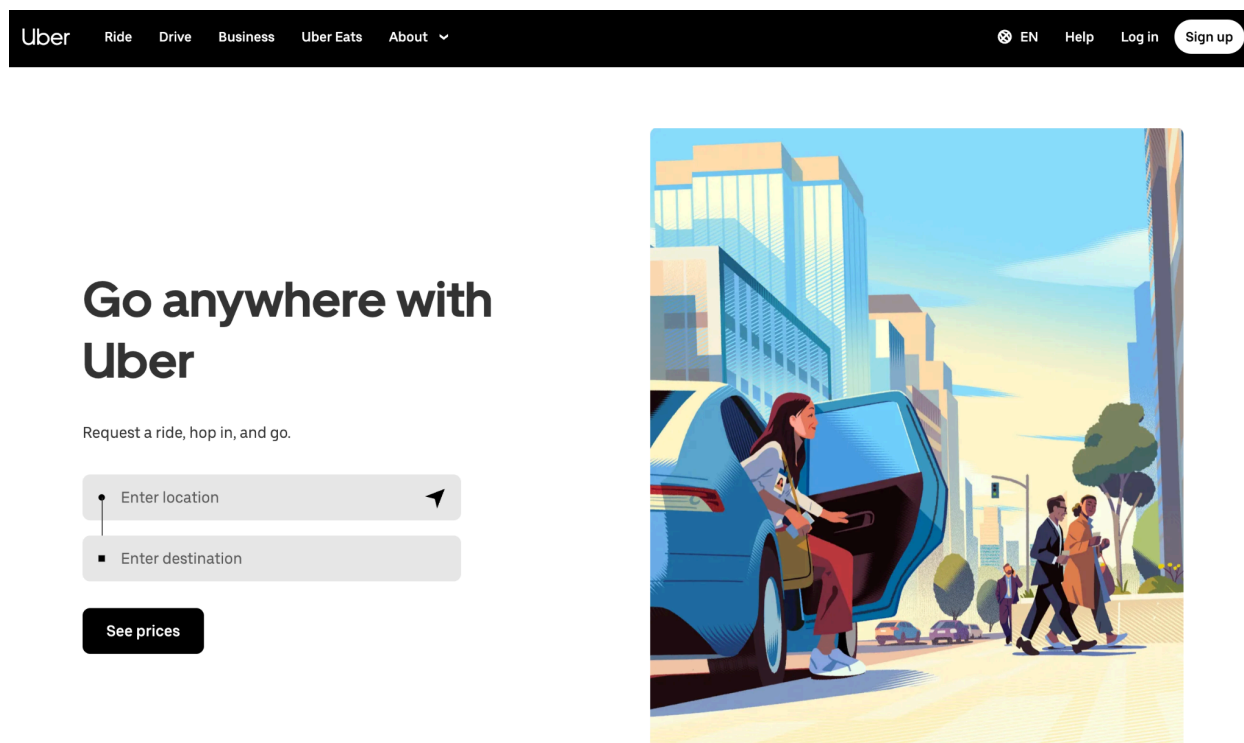
💡 **Pro tip:** Learning basic programming and hiring [web application development services](#) for your website app project is a better long-term strategy than using no-code tools.

2. Determine the app's purpose

Figure out the problem, investigate why it exists, and interview people who might experience it. Then, review the feedback you get on potential solutions and consider how your web app idea can address it.

Your web app idea doesn't have to be completely new or brilliant, but it should solve a problem and make users' lives easier.

Take Uber, a ride-hailing app people access on their smartphones or tablets. However, Uber also offers a web app, ensuring users can access through any modern browser, so it goes where native apps don't.



Source: [Uber](#)

For instance, Uber's web app works on low-speed networks and low-cost devices that might not run its native mobile application. The web app's lightweight design ensures it loads quickly on any device, and users get value from it easily with no hassles.

3. Perform market research

Next, understand your users and product market to identify gaps or opportunities for your web app idea.

Research your competitors, crawling search engines and app stores for keywords relevant to your web app idea. This will show you what others are doing and help you determine how your web app will stand out.

Talk to potential users through interviews and open-ended questions. Study things like:

- Who they are and their audience
- Their key pain points and struggles
- Is this website's primary aim to inform, to sell ([ecommerce](#), anyone?), or to amuse?
- Does the website need to clearly convey a brand's core message, or is it part of a wider branding strategy with its own unique focus?
- Their goals and needs
- Solutions your web app can offer them or needs it will meet

Focus your key efforts on understanding your web app's users deeply and what they're trying to accomplish aka their jobs to be done (JTBD).

Your research should also uncover:

- Similar web apps in the market
- Potential competitors and their strengths and weaknesses
- The demand for your web app in your target market
- What differentiates your web app from existing solutions
- Emerging trends and technologies that could impact your web app's success

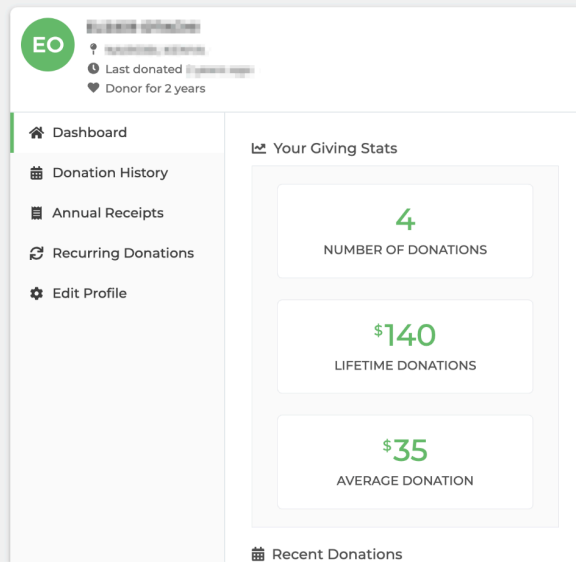
4. Identify the app's functions or scope

Armed with insights from your target users and competitor analysis, you're ready to brainstorm the key features and functions your web app will have.

For example, a web app to collect donations may include the ability to create user profiles, link users' credit cards to donate, and see how much they've donated so far.

HeartCry Missionary Society's web app, for instance, allows users to create a donor profile, make donations via credit card or eCheck, and view donation history from their donor dashboard.

Donor Dashboard



Source:

[HeartCry Missionary Society](#)

Determining your app's functionality identifies key elements to include in the app development to keep users coming back. For instance, if the web app will manage contact lists, passwords, or payments, pay special attention to creating a unique, but familiar UX around checkout elements.

For best results, ensure your web app's functional design leaves a positive impression on users' minds.

5. Design app workflows

The next step is to map out the layout of your app. Draft your MVP—a basic but complete version of your web app, showcasing its core features from step four.

You can sketch it on paper or write the general outline on Google Docs. This outline or sketch will include the placement of your images, text, fonts, buttons, and other animated or interactive web app elements.

From here, you can design a workflow that mimics how you imagine your web app will flow. For instance, what happens after a user signs up for an account? Do they go back to the login screen, verify their registration, or immediately access their account?

Order the steps in your web app design workflow, adding as much detail as possible to ensure smooth flow in the next step: building your app's prototype.

Follow these steps to create your web app workflow plan:

- **Understand the user journey in your web app:** Consider the logical sequence of your app, like screens, interactions, and flow of information. Then, visualize how users will navigate through the app from the entry point to achieve the desired results.
- **Outline and define user interactions:** Define the steps and processes users will take as they interact with your web app, from signup and login to browsing and making purchases.
- **Visualize screen transitions:** Map how users will move from screen to screen in your web app. Identify the actions or triggers that lead to screen transitions, like clicking a button, selecting an option, or filling out a form. This ensures an intuitive and smooth navigation experience.
- **Determine information flow:** Consider how data and information flow in your web app and how it will process, store, and retrieve user inputs. Define the APIs, databases, and data sources your web app will interact with and ensure data security and integrity.
- **Gather input, insights, and feedback:** Engage and collaborate with your team, stakeholders, and potential users to get feedback on the user journey and interactions. This will help you create an effective workflow plan and ensure it aligns with your app's intended functionality.

6. Build a prototype

Now you're ready to design your web app prototype: an interactive mockup of your web app's interface, architecture, and functionality.

A web app prototype:

- Gives your developers a blueprint to work from when developing the app.
- Shows potential investors what your web app idea looks like, helping you raise project funding.
- Helps you gather user testing feedback on key features to confirm your product meets users' needs and solves their problems.
- Offers an estimate of the cost of the final product's development.
- Helps you perform initial user testing and validate your web app's core concepts and features.

In the prototyping stage, you'll build, troubleshoot, and devise ways to present options for your web app interface using:

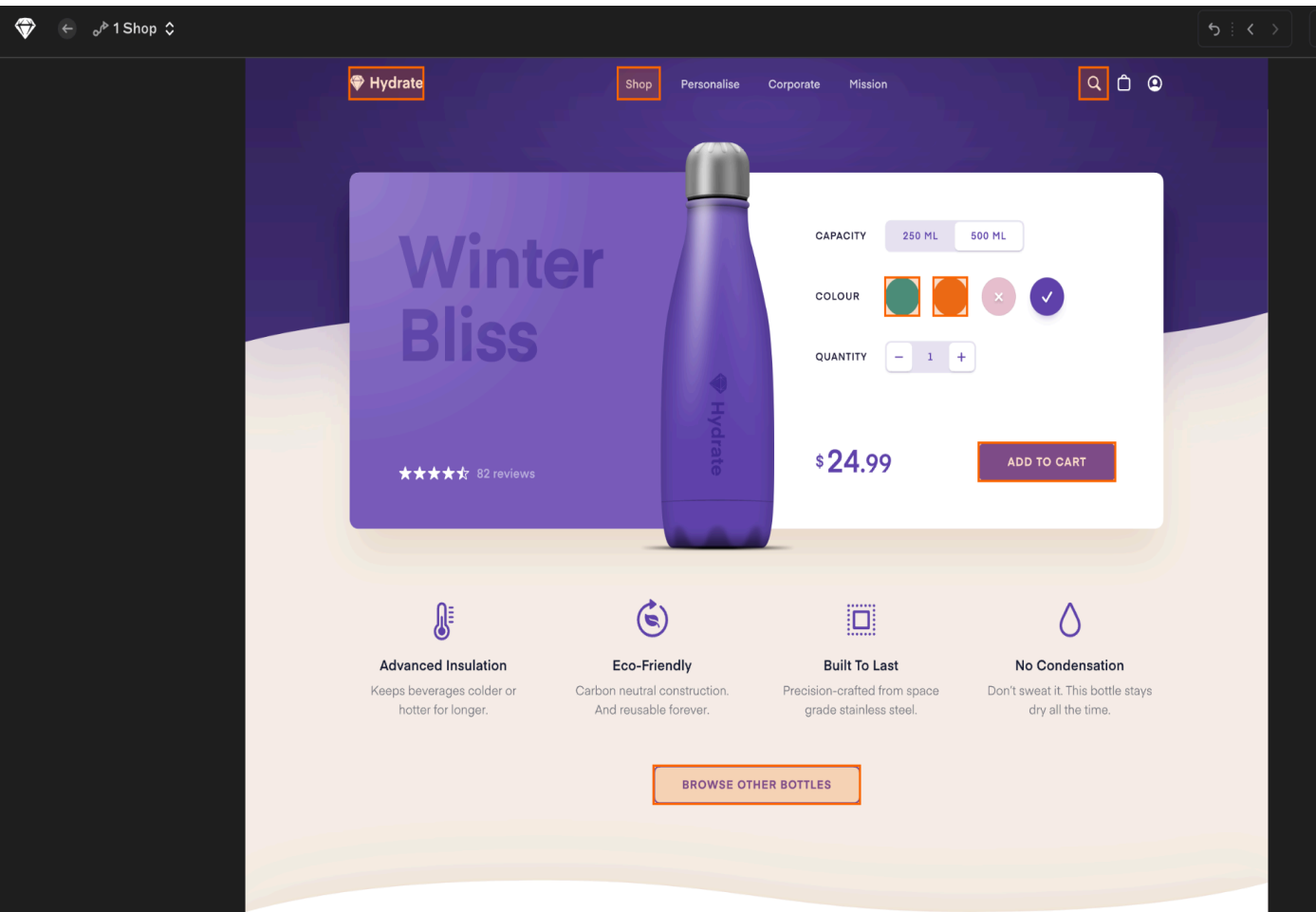
- **Wireframes:** Structured, computer-generated sketches of your web app's layout and structure.
- **Prototypes:** Wireframes with functionality and some interactivity, which represent your web app's initial working model.

Then, follow these steps to build a web app prototype:

- Pick a prototyping tool, like [Rush](#), [Sketch](#), or [Bubble](#).
- Build the main web app interface you need from your sketch.
- Then, build the front-end UI elements users will need to navigate the app and complete basic actions, and other features, like text fields, colors, and animations.
- Develop your app's back-end to ensure robust and efficient data management, user access, and security.
- Simulate the core elements and features so users know what the actual web app will look like.
- Preview your web app prototype to see if the flows work and your transitions make sense.
- Seek validation of your prototype by testing and sharing it with potential investors or users. For example, if you're working on a charity web app and want to know if the UX is clear, ask your beta testers to try making a donation.

Here are some tips to make your web app prototype pop:

- Add links on your prototype's canvas
- Keep your prototype canvas clean and decluttered
- Add animated transitions to mimic the behavior of a live web app
- Give your prototype's beta testers larger buttons to tap
- Add text boxes to your canvas with guiding instructions for beta testers
- Define starting points so testers start where you want them to no matter where they click
- Guide your testers when interacting with the prototype



Source: Sketch

7. Test and improve your app

Testing is an essential part of [web development](#). It's how you familiarize yourself with your app's functionality to:

- Know whether the app works as it should be based on the requirements
- Find bugs before releasing the web app
- Create a seamless, enjoyable user experience

Here are several quick steps to take to test your web app:

- Define your testing goals
- Choose suitable web app user behavior and performance testing tools
- Develop and execute web app test cases

- Document any issues
- Analyze findings and feedback for corrections
- Conduct retests (if necessary)

There are several important tests to perform at this stage:

- **Functionality tests:** Analyze your web app's connectivity, integration with the database, links between web pages to ensure they're not broken and have no errors, and that the app follows the data schema for collecting user information.
- **Usability:** Evaluate the overall UX by gathering feedback from your team or external users and identifying usability issues in your web app.
- **Interface:** Test the interaction between your app server and web server and each component interacting with users to ensure smooth communication.
- **Compatibility:** Test your web app to ensure it functions correctly across devices and browsers and has a consistent look across platforms.
- **Performance:** Assess the app under heavy user loads to identify potential slowdowns or bottlenecks. Test the app's responsiveness under varying internet speeds to cater to users with Wi-Fi or cellular connections.
- **Security:** Identify vulnerabilities and weak points in your web app to protect user data and maintain your app's integrity.

As you conduct these tests, troubleshoot and address any bugs or problems that arise. This ensures your app is free from critical errors before publishing it.

8. Market the web app

Marketing your web app expands your user base. To do this, you'll need a digital [marketing strategy](#), which includes:

- **[Content marketing](#):** Create engaging and informative content (tips, tutorials, and insights) in your web app's niche to attract users interested in its functionalities.
- **[Search engine optimization \(SEO\)](#):** Optimize your web app and website for search engines by using the right keywords, title tags, and meta descriptions in your content and creating backlinks to your site to boost rankings and drive traffic.
- **[Social media marketing](#):** Leverage social media channels, like Instagram, X (Twitter), Facebook, or LinkedIn to create a strong online presence and share content, updates, and testimonials about your app.
- **[Influencer marketing](#):** Collaborate or partner with influencers in your web app's niche to promote your app, increase brand awareness and reach, and encourage app usage.

- **Email marketing:** Build and nurture a mailing list of users and your target audience. Then, you can send them regular newsletters with exclusive content, offers, and tips.
- **Paid ads:** Invest in targeted digital ad campaigns on Google Ads and social media ads to boost audience reach.

Need help marketing your web app? Turn to Fiverr's talented [digital marketing experts](#) to design an effective marketing strategy for your app.

9. Analyze the app's performance

Track essential metrics to gather insights for decision-making and measure the app's success.

Key metrics to track include:

- **Active and new devices:** Total number of active devices and new devices with your app installed and opened at least once
- **Sessions:** Total number of times users opened your web app
- **Screen views:** Total number of app screens users viewed
- **Popular screens:** Track the most popular screens users viewed across sessions or interactions
- **Interactions:** Total number of actions users take in the app, like clicking buttons, menu items, or links
- **Actions per user:** Total number of actions each user takes in the app
- **Active users:** Track your most active web app users

10. Choose a host for the app

A website app is essentially just another website, but with advanced functionality.

As such, you'll need a solid hosting provider to host dynamic web apps that require server-side processing and support databases, business logic, and server-side scripting. This way, users can interact with data, access dynamic content, and transact on web-based software, e-commerce platforms, social media sites.

You can [host your website app](#) on a traditional web host, like [Hostinger](#) and [GoDaddy](#). Or, use a cloud platform with greater flexibility for website apps, like [Azure App Service](#), [Amazon Web Services](#), or Google's [Firebase Hosting](#).

Pick the right web app hosting provider — it'll affect the technologies you'll use for your app. For example, some traditional hosts don't offer Python functionality, so you'd need to change the app's programming language or choose another host if you want to use Python.

Key considerations when choosing a hosting provider include:

- Your web app's scalability needs
- Cost
- Security
- Uptime and reliability
- Support and maintenance

The good news is you can always change the host in the future with little to no disruption of your website app. We recommend starting with a simple website host and then upgrading as you scale.

Unsure of how to switch web app hosts? [Get expert web consulting services](#) from Fiverr to help you navigate the process.

11. Launch/deploy your web app

The launch stage of your web app involves crucial decisions and actions for a successful introduction of your app to users, while deployment makes the app operational and accessible to users within a hosting environment.

There are various ways to deploy your web app, such as:

- Building a serverless application
- Using containers
- Using virtual machines (VMs)
- Edge computing

For smooth deployment, follow these simple steps:

- Create a testing or staging environment and use tests like functionality testing, security testing, and performance testing to identify and resolve last-minute issues.
- Back up your data and code to prevent data loss.
- Monitor your web app's performance to get real-time insights and detect and address issues.

- Create useful documentation with step-by-step instructions, configurations, dependencies, necessary procedures for scaling and maintenance, and contact details for your team to use during deployment.