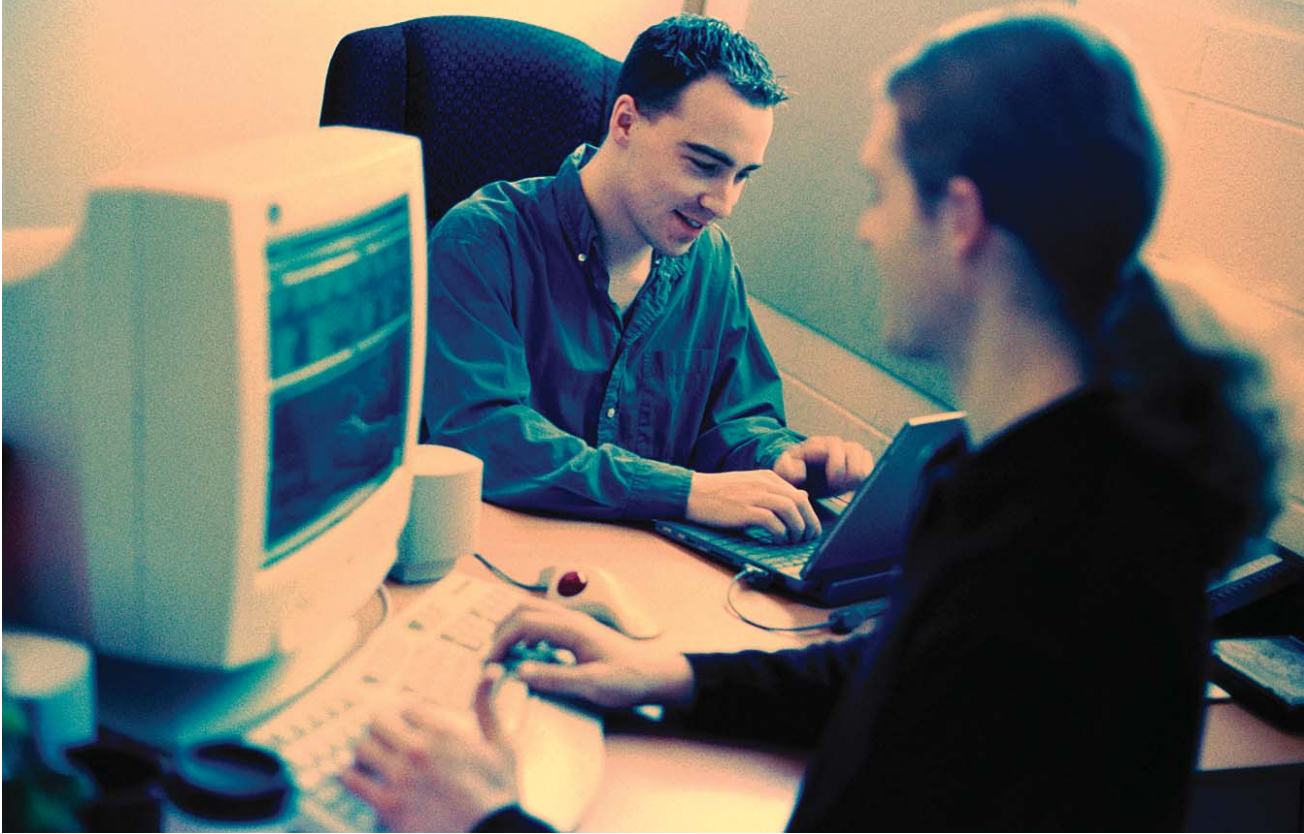


T H E J O B C E N T E R

WEB MASTER



Web masters are responsible for creating and maintaining World Wide Web sites for corporations, individuals, and organizations.

Would you like to be in on the midst of a very exciting industry that's still emerging as a new career field? Are you a dedicated cybernaut? Have you already designed your own Web site? Then you might already be on your way to embarking on a career as a Web master.

Web master is one of the hottest jobs in corporate America, according to the National Association for Colleges and Employers. Web masters create and design Web sites for corporations, organizations, and individuals who want to establish a presence on the Internet. They also develop marketing strategies to attract audiences to the Web sites.

Maintaining and updating the Web site is an important part of a Web master's job. They work with the "back end" systems, such as servers, to devise ways to get information transformed from a database into the readable words and pictures you see when visiting a site. A thorough knowledge of computer programming and management information systems is essential.

Web masters should be comfortable "surfing the net." They should be willing to work closely with their clients to create an attention-grabbing, interesting Web site. They must be able to focus on what their clients or employers want and develop Web sites that meet

with their approval. Some clients may want sites that allow visitors to purchase items, while others may want to build a Web site that primarily provides information.

Many Web masters work on a freelance basis or operate small, home-based businesses. Because the Internet allows them to connect to others virtually anywhere in the world, a Web master can be physically based in one city while helping clients in another state or country. There are many different names for this career, including Web designer, Web builder, Web developer, or Web specialist.

Web masters should have writing, design, and copy editing skills. They should be able to create graphics for the Web pages. They should also know how to use different types of software to create and lay out their pages and be able to scan photographs and artwork into the computer.

This job category has emerged just over the past decade. More technical school, community colleges, and universities are beginning to offer educational programs for online careers, but many Web masters are still self-taught computer experts.

Cory Vanassche, Bradenton



Cory Vanassche has been working at Webtivity

Designs for five years. Vanassche started working at Webtivity Designs is to find an internship while attending Manatee Technical Institute where he graduated from the Web Design program in 2002.

While interning, Vanassche's duties included basic data entry and updating websites. Vanassche has worked his

way from intern to administrative assistant and is now in charge of many areas such as web design and sales.

Vanassche chose web design because he liked the idea of being able to work from home if he wanted. Another reason Vanassche likes his job field is because "there are 100 different ways to do the same thing."

The best advice Vanassche has for anyone interested in web design is "intern." "Working in the field was different than classroom work, you get to see different roles and pick the one you like the most."

SKILLS REQUIRED

Web masters need to know about layout, design, and editing, in addition to possessing marketing and merchandising skills. They should enjoy technical challenges.

WHERE/HOW TO GET TRAINING

Schooling

Knowledge of computer programming is very important for potential Web masters. A bachelor's degree in computer science will help one prepare for this field. As this career has developed, more technical schools, community colleges, and universities are now offering programs aimed at online careers.

Learning as much as possible about the Internet while still in high school can help you prepare to be a Web master. The best way to accomplish this, of course, is to actually spend time on-line.

Web masters need to keep up with the Internet's changing technology so they can help clients stay on the cutting edge of electronic innovations. Knowing how to use different types of software and design programs is also beneficial.

Web masters should possess skills in layout, design, and copy editing. These skills can be obtained by taking courses in graphic arts, computer design, and English. Technical skills, including familiarity with Web text

tools such as HTML and Java, are essential.

Web masters are always searching for new ways to attract and retain an audience for the pages they design. They need to know about audience development, marketing, and merchandising. Courses that help Web masters gain these skills include public relations, psychology, merchandising, and business management.

Financial Aid

Grants, scholarships, loans, and work/study programs are available for students. For most of this aid, perspective students must submit a Free Application for Federal Student Aid, available from high school guidance offices and post-secondary financial aid offices.

For more information on federal financial aid programs, visit the U.S. Department of Education's Web site at <http://www.ed.gov>.

For more information on federal financial aid programs, call (800) 4FEDAID

FUTURE JOB OPPORTUNITIES

Employment is expected to increase much faster than average through 2008. Many Web masters are self employed or work on a free-lance basis. As

online technologies continue to advance, Web design and maintenance is likely to become more specialized according to type of site to be built and maintained.

WORK ENVIRONMENT

Since many Web masters work in a corporate office setting, they generally wear business clothing. Freelance Web masters working at home can wear more casual clothing when not meeting with clients.

RESOURCES - HOW TO FIND OUT MORE

**BOOK:**  
*Maintaining and Evolving Successful Commercial Web Sites* by Ashley Friedlein

**Online:**  
[www.nwcet.org](http://www.nwcet.org)  
(National Workforce Center for Emerging Technologies)

**GENERAL:**  
International Webmasters Association  
Suite #E  
119 E. Union St.  
Pasadena, CA 91103  
[www.iwanet.org](http://www.iwanet.org)

**LOCAL:**  
Career Counselor, Terri Parrish 941-751-7900 ext. 2018

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JOBS IN THIS FIELD

Job titles	Place of work	Kind of work	Average salary*
Web master	Corporate or home office	Designs and maintains Internet Web sites for individuals, corporations, or other organizations.	\$51,970

\*Salaries may vary depending on region and experience. Salaries depend on the size of the company, region of the country, and the amount of work to be done. Some Webmasters free-lance, setting their own rates, which can range from \$50-\$100 an hour. The more technical skills one has, the higher the pay. Sources: Chronicle Guidance Publications and Occupational Outlook Handbook.