



FEATURE



## Careers in Website Administration

[By Roshan Tolani]

Website administrators, or webmasters, are responsible for the creation and/or maintenance of websites. In some organizations, all website-related tasks are handled by a solitary webmaster. In other organizations, webmasters call on other professionals to perform specialized work on different areas of their websites.

Nevertheless, webmasters have to understand all of the ins and outs of websites. A webmaster is responsible for his or her website's overall presence, strategy, programming, content, design, maintenance, and marketing. Webmasters may work on existing websites or may get opportunities to develop and promote completely new sites.

### Qualifications

Web professions generally don't require formal qualifications. Instead, most website companies look for webmasters who have fairly in-depth knowledge of both web design and the market. Nevertheless, education in an IT-related discipline may help prospective webmasters initially secure higher salaries. Later on, their performances will determine their earnings.

### Skills and Knowledge

The following skills and knowledge allow webmasters to perform their duties efficiently:

- knowledge of HTML and HTML text editors such as FrontPage and Dreamweaver
- graphic-design skills

- knowledge of search-engine optimization techniques
- knowledge of web-design fundamentals
- IT literacy
- knowledge of Internet-related theories and applications and of the scope of the Internet
- customer-service skills
- knowledge of organizations' structures
- expertise in information architecture
- act as initial points of contact for website-related queries
- serve as links between audiences and websites
- study websites' information architectures and organize information in reader friendly formats
- track traffic patterns and visitors' responses
- analyze and monitor websites' log files
- perform search-engine optimization tasks

### Webmasters' Duties

To create and promote their websites, webmasters must work with artists, writers, and designers. Because of this, webmasters are usually adept at multitasking. They perform the following tasks:

- design, develop, implement, and maintain client websites
- coordinate different web tasks
- manage web-design, content, and development teams
- collect information about websites' visitors and decide whether websites have been successful
- anticipate audience needs and develop strategies for traffic growth
- improve websites' accessibility and usability
- fix mistakes
- develop disaster-recovery plans



FEATURE

- respond to clients' emails and demands
- research, test, and implement new web techniques

The average starting salaries for webmasters are approximately \$48,000 per year. Webmasters who elect to specialize in various fields often find that their careers advance rapidly. More than technical

knowledge, webmasters must possess good business instincts, understand web behaviors, and be able to foresee trends in order to succeed.

**ON THE NET**

Becoming a Webmaster  
[www.jobseekersadvice.com/career\\_guides/articles/becoming\\_a\\_webmaster.htm](http://www.jobseekersadvice.com/career_guides/articles/becoming_a_webmaster.htm)

Becoming a Webmaster-One Man's Journey  
[www.clickfire.com/viewpoints/articles/webmaster\\_become.php](http://www.clickfire.com/viewpoints/articles/webmaster_become.php)

The Seven Secret Duties of a Webmaster  
[aboutawebmaster.com/articles/7-secret-duties-4.php](http://aboutawebmaster.com/articles/7-secret-duties-4.php)

EmploymentCrossing is the largest collection of active jobs in the world.

We continuously monitor the hiring needs of more than 250,000 employers, including virtually every corporation and organization in the United States. We do not charge employers to post their jobs and we aggressively contact and investigate thousands of employers each day to learn of new positions. No one works harder than EmploymentCrossing.

Let EmploymentCrossing go to work for you.