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Website creation has many similarities with building construction. Let us toy with this idea for a little.

- a. PSD is the building plans and specifications
- b. HTML is the foundation of the building
- c. CSS is the finishing works like plastering and painting
- d. XHTML is the building service system like electrical and paintings
- e. The website itself is the building

Let us first discuss how PSD convert to HTML and resemble this to the construction of a building foundation. HTML is considered the building blocks of a website. The absence of which you will not have a website. Same with a building's footing, posts and beams; the structure within which you attach all masonry and carpentry works. To pattern HTML tags one is guided by the PSD. Likewise the laying down of the steel reinforced concrete is guided by a structural plan.

The works itself of PSD conversion to HTML and foundation laying must be carried out by skilled personnel and supervised by experienced engineers. One can not ask a high school student to convert HTML for a commercial website, in the same manner that you can not ask a farmer to cut and splice steel bar reinforcement. The kind of people with their respective areas of expertise that are used for both PSD conversion and foundation laying may be the most profound similarity between the two.

“The success of any venture solely rests on the quality of people that owns it.” I do not know where got this from but I know I read it somewhere. People or businesses that engage in website creation know that the success or failure of their livelihood is up to them. If they do their assignments with due diligence and professionalism coupled with skills and experience then they will increase their clientele.

Skill, experience, diligence and professionalism! People who need esoteric services look for these qualities. Foundation laying is a specialized function and must be done by expert people. Likewise, PSD to HTML conversion should be done by dedicated skilled and experienced professionals.

A construction company is classified through the skill level of their people, equipments owned and the number of projects it has accomplished. Classifications by “C” or “B” or “A” or “AAA” or triple A.

In the website creative business, HTMLangels is triple A. They have competent personnel, the latest top of the line softwares and a huge resume of completed projects and satisfied customers.

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