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At the advent of the dotcom bubble, websites were mostly static in nature. Static websites are those with fixed content in basic HTML format. As opposed to dynamic websites where updating information is fairly simple and can be done without having to hire a technical resource, a static web page requires constant support of a professional web programmer to make the minutest changes in the website. Another flip side of hosting a static website is the constraint it imposes on user interaction.

To rectify this problem, web servers were adapted in a way which enabled server-side scripting. With this change, two ways medium to exchange information exchanges became quite possible as well as feasible. The user could not only use web applications and post feedback seamlessly, but the developers could also receive the feedback and micro details about the performance of the applications.

Post commercialization of the internet in 1995, the use of World Wide Web found space in the public domain. By the end of the 20th century, there was an increased dependency on the internet for day to day activities, urging online users to login on the web to procure information related to product, sales, corporate trend etc.

Within the span of a decade, online marketing and promotion has got a whole new dimension. The web is an open forum where anyone can promote their ideas, thoughts, philosophy and products. It is a cost-effective and a rational medium to connect with the target audience. There are varied ways in which website owners try to connect with their users or audience. Subscribing to a newsletter, signing up with the website, ability to leave an online query, participating in discussion forums are different forms of web applications used on the web today.

Web applications comprise of scattered applications with the innate feature of running on more than one computer and can be communicated through a network or a server. Web applications can be written in varied languages such as HTML, CSS and Java script. Over the years Java script has come to be regarded as one of the most robust web programming languages.

Highly scalable and powerful, Java technologies are used to develop web application using the Java EE platform. It has speed and scalability advantage for Java server pages that are put together by Java servlets. Java also has extensible tags which assist in the creation of highly customized tags that allows the developers to extend Java server pages tag syntax.

For the purpose of creating web application for e-commerce portals, Java programming language is the apt choice. The current demand entails to create web application that are not just useful in todayâ€˜s context but scalable enough to be useful in the future. Hire Java Developer, and leverage the following advantages of a Java driven web application:

â€¢ Seamless integration and application in web application development

â€¢ Easy maintenance of application for written with few and clean codes

â€¢ Ability to incorporate varied plug-ins which makes development easy to work with

â€¢ Easy deployment

To successfully carry on with Java related web development activity, hire Java developer with requisite skill sets. A Java developer must be proficient in the following:

â€¢ EJB, Servlets, JSP, JDBC, JNDI, RMI/IIOP, JTA/JTS, Java

â€¢ J2EE, J2SE, J2ME programming language

â€¢ Exceptional programming skills

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