

## Website Design

### Week 8 - Putting the pieces together - Building a Website

- Compare website design applications and shareware
- Create new pages, edit pages, add links, images, and content

**These are suggested resources, please do your own research as to what best suits your needs and costs.**

#### You pay for what you get for Website Design Applications –

Dreamweaver

Golive

Contribute

Adobe.com

#### Shareware Website Content Management Systems –

There are a lot out there... Some are free some are not. Figure out your needs and go with a CMS that fits those needs.

Wordpress.org  
<http://wordpress.org>

Joomla!  
<http://www.joomla.org>

Drupal  
<http://drupal.org>

#### Electronic commerce / e-commerce -

Paypal.com

Zen-cart.com

Ebay.com

Etsy.com

#### Website Hosting –

Find a host / server that works with your content management systems.

Olypen.com

Insideout.com

Bluehost.com

Hostmonster.com

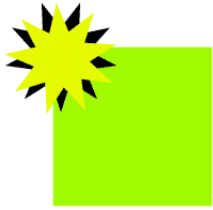
Dreamhost.com

**Review your Website Plan to put the pieces together.**

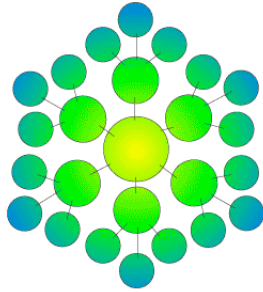
**Where are you in this process?**

**What is next on your checklist to get the site up and running?**

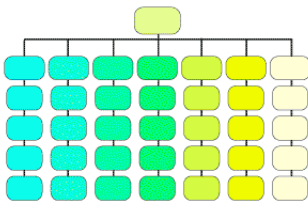
### 1. Define your Site Mission



### 2. Branding Brainstorm - use a mindmap



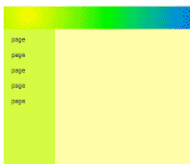
### 3. Develop the Information Architecture and Site Map



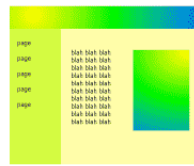
### 4. Buy the Domain Name and find a Site Host



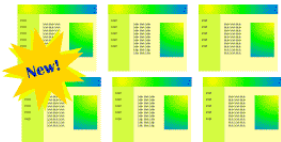
### 5. Design the site



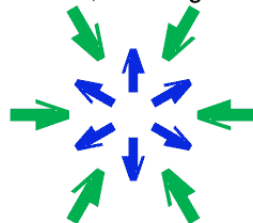
### 6. Build Content



### 7. Create new pages, edit pages, add links, images, and content



### 8. Cultivate audience connectivity via search engines, links, and blogs



## - Implement Site Mission

- Work on website
- Fill those pages!
- Troubleshooting session

## Express your Mission on the “Landing Page”

Just like your Branding Questions, you must have these answers on the first page / landing page your visitor hits.

1. What are you offering or selling?
2. Who are you appealing to?
3. What action do you want the visitor to make?
4. Why would they and how do they?

## Go Speed! Go!

People don't read. They scan only looking for what is important to them. So get their attention with keywords and images that download fast! Your landing page must be lean and running at top speed. Trim it and set high hurdles. Make it easy for your visitor; they will love you for it.

## Improving your search engine hits

The rules to improving your chances of a search engine finding you change. Research what is hip and new.

Search Engines are your best friends to having users find you. Without these search engines, it would be unachievable to locate your interests on the Web without knowing the URL.

Search engines really are databases of documents that gathered by robots (spiders or crawlers) or submitted by humans. So when you type in your query, it isn't actually searching through the Web, it is searching

through their enormous databases of information.

Each search engine uses an algorithm (A formula or set of steps for solving a particular problem) to build its index so that your results are significant. To receive a higher placement on search results is a means of commerce and might to continually update websites.

- Change your site content often.
- Add outside links.
- Add tags to your images.
- Submit your site to search engines.
- Meta tags and page description is still important.
- Spy on sites that are getting a higher ranking than you.
- Pay for a higher ranking.

### **Cultivate audience connectivity**

- Add a blog feature to your site or have a link to your blog. <- This is BIG right now!
- Create a Photostream on Flickr or another photo album site.
- Post your events on your MySpace page.
- Join or create a network on Facebook or LinkedIn or Twitter.
- Post customer comments.
- Invite feedback.
- Respond positively to that feedback.
- Cross pollinate with other websites.
- Add photos of events that might capture your audience in action.

- Make yourself accessible.
- Invite your audience to play along.
- This is the Pacific Northwest. Be smart and use humor.

### **Listen**

What Baby wants, Baby gets.

### **Maintain your site and keep learning.**

Knowledge is power.

Learn a little bit of code to make little changes. Make changes, try it. Just remember to save your unchanged code to put it back. There are tons of online resources and tutorials about HTML code.

Don't be afraid to try something new.

You are not wasting many resources when altering or adding to your website. Time, maybe.

This medium of communication is changing fast and for the better. Always for the better.

Hang on, it is going to be a bumpy ride!

### **Glossary for Website Design**

**API (Application Program Interface)** - set of tools for programmers. On the Web, an API provides a simple way for you to interact within websites. Flickr is a good example of this.

**ASP (Active Server Pages)** - the Microsoft's CGI and is used for database and interactive functions.

**AdSense** - a means of generating income by posting ads or text links on your blog owned by Google.

**AdWords** - a means through target works in searches for companies and people to promote their site and products using the cost per click (CPC) model owned by Google.

**Avatar** - a creative representation of yourself in the form of a three-dimensional model or visual icon used for online communities, social networks, blogs, and virtual worlds.

**Archives** – a list on a blog where existing (older) posts are displayed.

**Backlinks** - links in blogs or websites that go to either to the homepage or to internal pages. Search engines love them.

**Blog (web log)** – a site where the author posts their images, ideas, and thoughts. Most have a specific topic and the information is in chronological order.

**Blogger** - the author of a blog.

**Blogging** - writing or posting images on a blog.

**Blogroll** – links to other blogs or sites.

**Blogsphere** – blogs as a social network.

**Categories** - sub-topics on a blog.

**Cold Fusion** –an application server and software language used for Internet application development for dynamic sites. Adobe owns it now.

**Comments** - this is what make blogs part of the Web 2.0. Readers can use this comments system to post a comment or give feedback on posts in the blog.

**CGI (Common Gateway Interface)** - a server end program that receives and processes data sent to the server from a form on a website. Getting added to a mailing list like Constant Contact is an

example of the form and the need for the program to use it.

**CSS (Cascading Style Sheets)** - let you to define how web page elements are displayed like colors, fonts, and sizes.

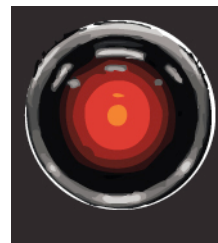
**Dashboard** – this is the administration area on your blog's software where you post pages, maintain design, upload files, edit your account info, and manage comments.

**Dead-tree media** – any media printed on paper like newspapers and magazines.

**Deep Thought** – a powerful computer in the book *Hitchhiker's Guide to the Galaxy* created to answer the ultimate question to Life, the Universe, and Everything. The answer indeed is 42. Deep Thought then designed Earth to calculate the ultimate question.

**dHTML (Dynamic HTML)** - a markup language created to amplify the interactive browsing experience.

**GNU (GNU's Not Unix)** - computer OS composed utterly of free software.



**HAL 9000 (Heuristically programmed ALgorithmic computer)** - a fictional villain in Arthur C. Clarke's *Space Odyssey* saga.

**HTML (Hypertext Markup Language)** - The computer-based language used to create and read pages using hypertext to organize and link words, images, ideas, and locations, for general use on the World Wide Web.

**HTTP (Hypertext Transfer Protocol)** - The system used by the World Wide Web to transfer HTML files. "http" constitutes the

initial characters of a URL on the World Wide Web.

**ISP (Internet Service Provider)** - a business that provides your ability to connect to the Internet.

**JSP (JavaServer Pages)** – Java technology that allows programmers to dynamically make documents in HTML or other languages that react to the users input or request.

**Java** – a programming language.

**Keywords** - terms bloggers and webmasters use to identify their site for search engine queries.

**Mashup** - a web application that combines data from more than one source. Or, the artful media of mixing several things together – a group of bloggers might do a mashup site that contains feeds from their own sites to create collaborative one with different perspectives.



**MCP (Master Control Program)** – the artificial intelligence (AI) villain of *Tron* that desired world domination.

**MicroBlogging** - blogging that is made up of brief text updates. Twitter is an example of that.

**MySQL** – is a relational database management system to store data and the corresponding connections or relationship between other data, Facebook uses MySQL.

**Ping (Packet INternet Grouper)** – jargon as to send a message from your computer to a server to test it or to post a network wide message.

**Permalink** - a link to a particular post in the archives of a blog that will remain valid even after the post is not on the main page.

**Plug-in** (also called an extension) – a little program that runs inside of a main host program.

**Perl (Practical Extraction and Reporting Language)** – used by server end scripter, often called programming duct tape.

**PHP (Hypertext Preprocessor)** - a scripting language for dynamic web pages that can be imbedded into HTML.

**Podcast** – a post of audio and video material on a blog for digital players like the iPod.

**Post** – a produced entry that is published on a blog.

**Reciprocal Link** – the idea if you list a link to someone else's site, they will in turn post your link.

**RSS (Really Simple Syndication)** – it is a feed format to deliver information about sites or blogs that gets updated every time there is a change. It is a brief summary most of the time and people subscribe to a RSS to receive notices from their favorite sites and blogs.

**SSI (Server-Side Includes)** – a scripting language that has the server include data in to a page before sending it out to the browser. A rotating images or quotes are a good example of this.

**Sidebar** – one or more columns next to the blog's main content area that contains extra information. The sidebar is customizable and uses widgets.

**Tags** - like categories, but tags can be single work or subjects in your site or blog.

**Thread** - a series of comments that are posted by people in the comment section of a blog that appears as a conversation on a single subject.

**Themes** - are templates to create the layout of your blog or site. If you change your theme, your content is not affected most of the time. You can use free themes or pay to have one created for you.

**VIKI (Virtual Interactive Kinetic Intelligence)** – the computer in the movie I, Robot that believed humans must be taken care of due to their destructive nature by breaking the Three Laws of Robotics and using robots in a benevolent dictatorship.

**WOPR (War Operation Plan Response)** – a military computer in the movie *WarGames* that concludes that nuclear war is an unwinnable scenario.

**Widget** - is a portable bit of code that can be installed (embedded) on a site or blog that is executed within a separate HTML web page or third party code.



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