

# Making Your Mark Online

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Utilizing Web Technologies  
and Resources

# Goals for This Class

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- Review insights/questions from last week's competitive analysis
- Understand the core technologies related to web development
- Develop a plan for managing your web resources and implementing technologies
- How to Choose Technology Based on Your Audience and What They Want

# What is a Website

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- A web site is a collection of documents, images, scripts and other media.
- A computer (server) that is connected to the internet stores the elements of the web site.
- The server responds to requests from web browsers
- The server sends HTML to your web browser
- Your domain name is your unique address that is used to contact the server

# Links

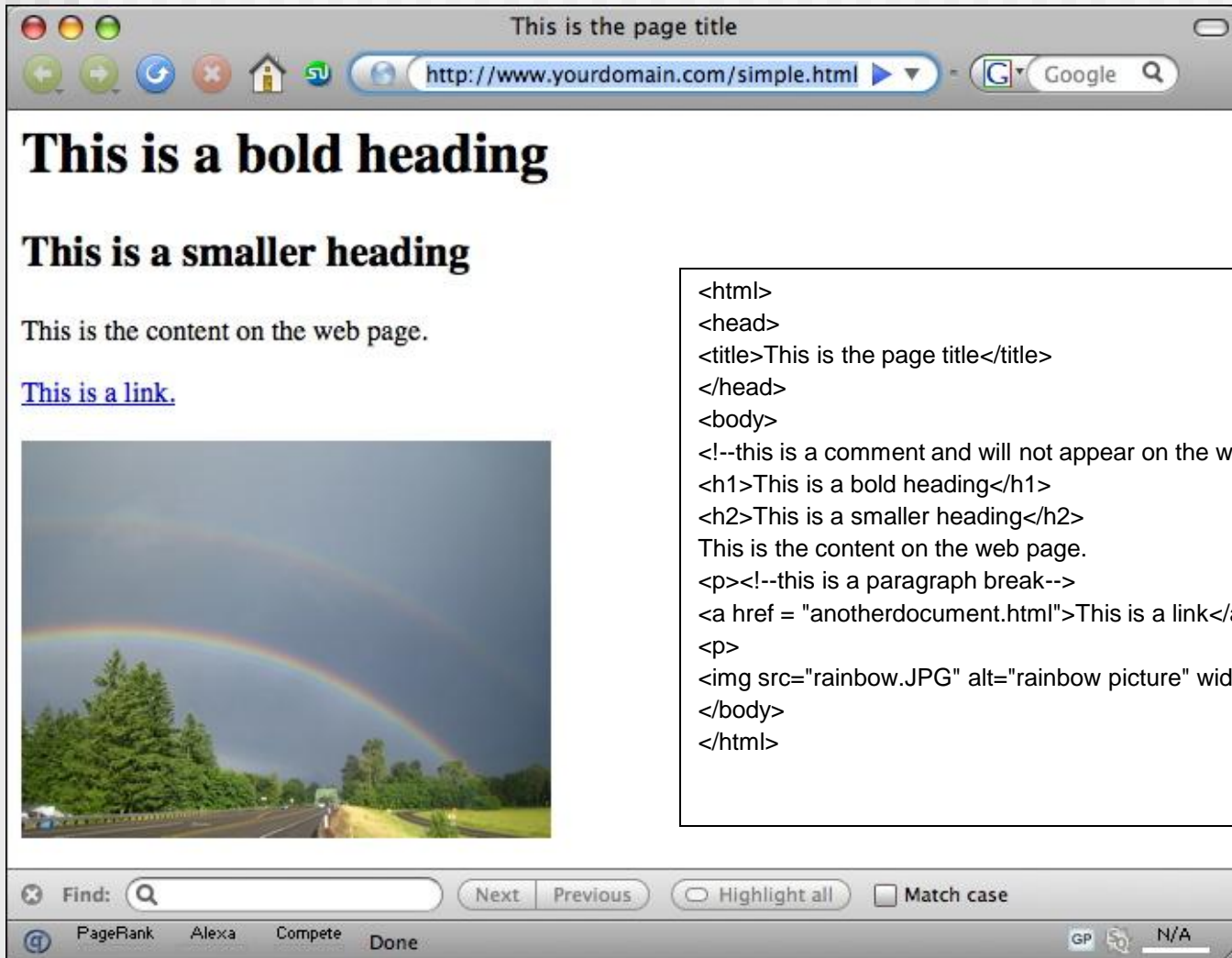
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A fundamental concept of the web and web pages is clickable links that connect one web page to another.

A simple web site can consist of 1 to 5 pages that link to one another.

Ideally, you will have other web sites that link to your web site and your web site will link to other relevant web sites.

# HTML - Hyper Text Markup Language



This is the page title

http://www.yourdomain.com/simple.html


Google

## This is a bold heading

### This is a smaller heading

This is the content on the web page.

[This is a link.](#)

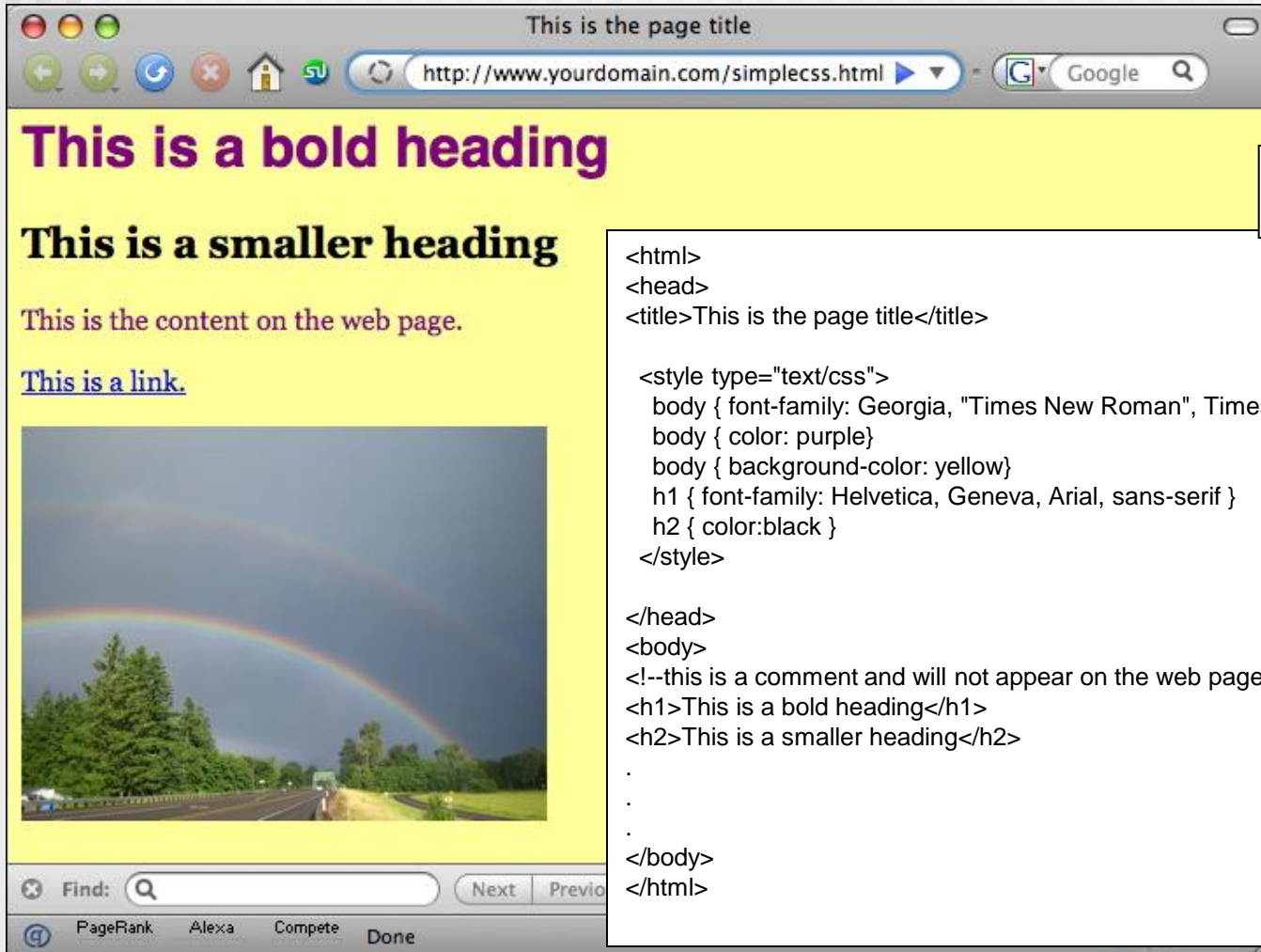


simple.html

```
<html>
<head>
<title>This is the page title</title>
</head>
<body>
<!--this is a comment and will not appear on the web page-->
<h1>This is a bold heading</h1>
<h2>This is a smaller heading</h2>
This is the content on the web page.
<p><!--this is a paragraph break-->
<a href = "anotherdocument.html">This is a link</a>
<p>

</body>
</html>
```

# CSS - Cascading Style Sheets




This is the page title

**This is a bold heading**

**This is a smaller heading**

This is the content on the web page.

[This is a link.](#)



Find:  Next Previous

PageRank Alexa Compete Done

simplecss.html

```
<html>
<head>
<title>This is the page title</title>

<style type="text/css">
  body { font-family: Georgia, "Times New Roman", Times, serif }
  body { color: purple}
  body { background-color: yellow}
  h1 { font-family: Helvetica, Geneva, Arial, sans-serif }
  h2 { color:black }
</style>

</head>
<body>
<!--this is a comment and will not appear on the web page-->
<h1>This is a bold heading</h1>
<h2>This is a smaller heading</h2>
.
.
.
</body>
</html>
```

# Some Resources

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- <http://www.csszengarden.com>
  - Examples of the power of CSS stylesheets.
- <http://www.w3schools.org>
  - Tutorials and examples for HTML, CSS, Javascript and much more.
- <http://www.chami.com/html-kit>
  - A free Windows text editor
- <http://www.barebones.com/products/textwrangler>
  - A free Mac text editor

# Examples of Technologies Deployed on Websites

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- Forms
- Javascript
- Flash
- Ajax

# Forms

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Without forms, you are limited to feeding information to your visitors, you can't collect any information on your web site.

Used to collect contact or other information from the user that is then emailed to you.

Behind every form is a script that contains the logic and processes the data that is submitted in a well-defined way.

Used in shopping cart systems to add items to your cart and checkout.

Example: [http://www.hero-web.com/home/hwm/contact\\_main.html](http://www.hero-web.com/home/hwm/contact_main.html)

# Javascript

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Client-side scripting to add interactivity to your web pages.

Examples: Calculators, Calendars, Form Validation

Sources:

<http://www.dynamicdrive.com>

<http://www.hotscripts.com>

# Flash

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Flash - used to embed animation effects and interactivity to a web site.

Flash is a format from Adobe

<http://www.sony.com>

<http://www.green-building.com>

# AJAX

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A javascript on the client-side triggers a server-side script and updates the current page on the fly.

Examples:

<http://maps.google.com>

<http://www.monitter.com/>

# Examples of Content Used on Websites

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Images - jpg, gif or png

PDF Documents - printable, formatted

Video - <http://www.flyingclipper.com>

Audio - <http://www.podcast.com>

# What is a “good web site”

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- Visually targeted to your audience
- Obvious “call to action” on each page
- Web site text is not pictures of text
- Accessible
  - Consistent Navigation
  - Navigation is clearly labeled, no "mystery meat"
  - “Breadcrumbs”
  - Easy access to important information
  - On site search
  - Consider accessibility for all users
- Important info is “above the fold”, or one click away
- Web site visitors skim, bold headings with details in a smaller font
- Good photography and images
- Error free, always available

Find out what doesn't work:

<http://www.websitethatsuck.com>

## What Resources Will You Need to Manage?

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- Your website (content)
- Email
- Google
- Passwords
- Domain registration
- Social Media presence
- Your reputation

# CMS - Content Management System

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- Browser-based web site management tool.
- Example:
  - <http://test17.datahost.com/myadmin.php>
    - Password: demo
  - <http://test17.datahost.com>
- Evaluate options at <http://php.opensourcecms.com>

# Blogs

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- You can create an entire web site with blog software.
- <http://www.wordpress.com>

# Google Resources

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- Set up a Google Account
- Take advantage of their available resources

# Media

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It doesn't need to be on your site

- Images
- Audio
- Video

# Shopping Carts, Forums, Wikis

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- Shopping carts allow site visitors to buy products, basic to complex - more next week.
- Forums allow users to interact with one another and share information
- Wikis are user-edited web sites
  - The most famous is wikipedia

# Social Networking Web Sites

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- Facebook, myspace, linkedin, twitter
- Allow you to create web pages and manage content
- Can be effective marketing tools because of the community focus and the potential for going viral.
- Facilitate interaction between users.

# Next Actions

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- Pick one of the suggested platforms and try it. (One option is <http://www.siteground.com>)
- Figure out a domain name
- Sign up for a Google Account
- Assess whether you will focus on your website or have other web properties you want to develop

# HEROweb

## Marketing and Design

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Web Sites:

[www.hero-web.com](http://www.hero-web.com)

[www.mightymerchant.com](http://www.mightymerchant.com)