



# Building a Website

The tools you need: domain name, webhost, html editor, ftp software and image editor. We will give examples of each. We will build one simple website with a text editor. We will build another with the industry standard - Dreamweaver. Plus, we will discuss the issues of 'dynamic' websites and Search Engines. This seminar is jam-packed!

In this seminar we assume the audience has knowledge of using websites, and of creating documents, but we assume NO knowledge of creating websites.

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## Domain Names

Domain names are the web address of a site that can end in .com, .org, .net, .us, .biz and .tv. .com names are the most desirable, but also the hardest to get. .us names are a good alternative. For example if SusanJones.com is already taken, you may consider getting SusanJones.us. It is important for the name to be short, however, it is even more important for it to be easy to spell and say. Avoid dashes and underscores if possible.

There are \*many\* web companies where you can 'register' domain names. The cost ranges from \$1 to \$35 per year. Suggestions include: Godaddy.com, 1and1.com, hostmysite.com, webhero.com, register.com

## Webhosts

### *Your home on the web*

Your website must be physically located on some computer/server that is on the Internet at all times. Companies that maintain these servers are referred to as webhosts. You will most likely use a plan where you share a server with other websites, thus it is referred to as 'shared hosting.'

You don't have to use the same company to host your website as the one where you registered your name. It is less confusing however, if the name and the hosting is at the same company.

Here is a sample listing of the low end hosting plans offered by some well-known names. Find more hosts reviewed at [cnet.com](http://cnet.com) – search for web hosts.

<b>GoDaddy.com</b> \$3.19/month (or free with ads) • 5 GB Space • 250 GB Transfer • 500 Email Accounts • <b>24/7 phone support</b> • 10 MySQL Databases • Forums, Blogging, Photos	<b>1and1.com</b> \$3.99/month • 10 GB Space • 300 GB Transfer • 600 Email Accounts • <b>24/7 Phone support</b> • 10 MySQL Databases • Blog	<b>NetworkSolutions.com</b> \$9.96/month • 7 GB Space • 150 GB Transfer • 50 Email Accounts • <b>24/7 Phone support</b> • MySQL or Access Databases • Blog	<b>Intermedia.net</b> \$5.60/month • 1 GB Space • 10 GB Transfer • 10 Email Accounts • <b>24/7 Phone support</b> • MySQL-add \$10/mo • Blog
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## Username and Passwords

### **Write them Down!!!**

Once you have purchased any products from a domain registrar or a webhosting company, you will receive usernames and passwords in order to access them in the future. Write them down and keep them safe!! You can't do anything without them.

You may have different usernames and passwords for different products with the same company. Write down the company, the product or service it's related to as well as the actual name and password.

## HTML

### **HTML = HyperText Markup Language**

This is the 'code' that makes up webpages. It is a text only, tag-based language. So, for example:

The code is: This is <strong>bold</strong>.

What you see is This is **bold**.

In order to add an image to a page, you must have the image as a separate file, then the code to make that image appear is:

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This is different than desktop publishing programs where the image is right in the document. An html document is a collection of little files all held together with the html code.

### **Writing HTML**

You can use a plain text editor, like Notepad, to write your html code. However there are programs designed just for writing html. Here is a sampling:

<b>Hot Dog Pro</b> Website: sausage.com • Cost: 99.95 • Been around a long time, reputation for quality	<b>KompoZer</b> Website: Kompozer.net Cost: FREE Includes FTP function	<b>Frontpage</b> \$129 from 3d parties Very popular Microsoft program, now discontinued. New program = Expression Web (\$299)	<b>Dreamweaver</b> Website: Adobe.com Cost: \$399 Part of Adobe Creative Suite: \$1599 Most popular and powerful among Web professionals. Not easy.
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## CSS

### **CSS=Cascading Style Sheets**

Using CSS is a way to separate the content of your website from the presentation.

CSS works in partnership with the HTML to display your web page.

CSS also makes the content more accessible to search engines and to readers with disabilities. Using CSS forces web designers to comply with standards. There may come a day when non-compliant web pages will be unreadable.

## FTP

### ***File Transfer Protocol***

Once you have the files created that make up your web pages, you need to transfer them to the web server. You do that with an FTP client program such as Wsftp. Or, your HTML editor program may have that functionality built in.

## Image Editors

### ***Photos and Drawing***

You need to resize and manipulate photos - .jpg files

You also need to draw logos and other graphic elements.

<b>Picasa</b>	<b>IrfanView</b>	<b>Photoshop Elements</b>	<b>Fireworks</b>
Website: <a href="http://picasa.com">picasa.com</a> • Cost: Free from Google • Easy and fast No drawing tools Can only control height OR width, it calculates	Website: <a href="http://IrfanView.com">IrfanView.com</a> Cost: FREE Handles *many* different formats Has basic drawing capabilities	Adobe.com \$99 Very popular Extensive drawing tools Granddaddy = Photoshop \$649	Website: <a href="http://Adobe.com">Adobe.com</a> Cost: \$299 Integrates with Dreamweaver as part of Adobe Creative Suite Extensive drawing tools

## Creating Web Pages without HTML

### ***Using Web-based, Template-based tools***

Blogger!

Yahoo

1and1.com – website builder

GoDaddy.com – website tonight

Use Google to search for 'Website builders' There's lots of them!

### ***Templates***

Start with a template to establish your basic design

For demonstration purposes, we're using the free website provided by Yahoo Geocities. You must have a Yahoo! Account. Everything is free because they will display ads on your website. Everything is also very easy.

<http://geocities.yahoo.com/>  
 Create a website

## Create a web business

### ***Build it and they will come?***

Not likely! Marketing, sales, follow-up and support are all part of a business website. Content is key, but it must integrate into all the other elements into a cohesive whole.

Companies like SiteBuildIt.com are available to help. [www.RV-Dreams.com](http://www.RV-Dreams.com) uses this system.

Use Google to search for Business Website Builders. There's lots of them.

## Help Learning how to build websites

Video tutorials on Web Development software and techniques:

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

Lots of Reference material and guides on [www.webdesign.about.com](http://www.webdesign.about.com)

The authority on all things web, includes lots of tutorials: [www.w3.org](http://www.w3.org)

Geeks on Tour – “Web Identity Package” for \$99. We will set you up using GoDaddy.com. Including a Domain name, email address, blog, and photo album. Then we’ll show you how to use it.

## Measuring Traffic

### **Google Analytics**

There’s a lot more to it than simply counting hits. Google knows this better than anyone and they have free tools to help you.

## Dynamic, Database-Driven Websites

### **Static website**

= brochure on the web

### **Dynamic website**

= ability to change underlying data and have the web page change accordingly.

ASP, PHP, Coldfusion= server side programming languages to create dynamic content

Systems like Joomla are called Content Management Systems (CMS) they use Dynamic, database driven languages, but put a front end on it for you to use.

### **Blogger is a content management system!**

Jo-jewels.com is an example of setting up a small business website just using Blogger and Picasa Web Albums.