

Website Management

publishing, testing, and maintaining a website online



Outline

- Finalizing
 - making sure it's complete
 - obtaining sign-off
- Publishing
 - finding a server
 - uploading
- Marketing
 - promoting site
 - generating clicks
- Maintaining
 - keeping it up-to-date
 - refreshing site occasionally



Website Testing Plan

- Spell and grammar check
- Self-Testing
 - Page display
 - Image display
 - Alternate text descriptions
 - Internal links
 - External links
 - All file names appropriate for hosting computer?
- Check on
 - multiple browsers (Internet Explorer, Firefox, Chrome)
 - multiple operating systems (PC and Mac)
- After conducting self-testing, correct any identified problems
- Test site with several people who will click through everything
- Make sure there are no copyright issues
- Obtaining client signoff (or teacher)

Group Testing

- Observe a group while they interact with site
- What appeals to group
- What disinterests group
- Time spent on various pages
- Visited / ignored links
- Ease of navigation
- Demonstration of confusion or annoyance



Web Servers

- All files must be uploaded to a Web server
 - computer owned by hosting company
 - server provides an online address (URL) where your site resides
 - server sends your site to any device on the Internet that visits URL
- Server side functions (what the *host* computer does)
 - sends code (HTML, JavaScript, ActiveX, etc.)
 - Active Server Pages (ASP)
 - PHP, C/C++, and ISAPI
 - Java Server Pages (JSP)
- Client side functions (what the *user's* computer does)
 - interprets code (HTML, JavaScript, ActiveX, etc.)
 - displays page (fonts, colors, multimedia, etc.)
- Server space is available from
 - ISPs and OSPs
 - Free hosting services

Acquiring Server Space

- Commercial hosting companies
 - there are thousands of options
 - you may already have server space: many ISPs include server space on a host as part of your home Internet package
- Researching commercial hosting companies
 - Monthly fee
 - Server space, bandwidth allotted
 - Downtime for maintenance / backing up
 - Server side options
 - Options for blog hosting, email hosting, scripting, marketing, eCommerce, SSL
 - FTP software
 - Technical Support
 - Reputation, history of the company
- Free options
 - search for “free web hosting” and you’ll get lots of results
 - usually they put ads on your pages

About Domain Names

- *Domain Name System* (DNS) stores domain names and their corresponding IP addresses
- *DNS Servers* translate domain names into their corresponding IP addresses
- the computer uses the IP address, but shows the domain name to the user
- If you have to pay for a domain name if you want one
- you must pay a monthly or annual fee to keep each domain name
- you can host a website without a custom domain name, but your URL address will be long

Domain name → google.com
IP address → 216.239.39.99



Obtaining a Domain Name

- Your web hosting company can also sell you a domain name
- If you buy a hosting plan along with a domain name you also get email accounts for the domain name (alice@alicemakeswidgets.com)
- *Internet Corporation for Assigned Names and Numbers (ICANN)* is in charge of all domain names in the world



Uploading Your Web Site

- Transmitting all files that comprise your Web site to the Internet
- You must create an EXACT COPY of your website on the server
 - all HTML files, images, scripts, folders, etc.
 - or relative links won't work
- Often blocked by firewalls inside school buildings
- Three methods
 - FTP applications (there are open source and commercial versions)
 - Sometimes built into web design software
 - An online file management web page provided by hosting company
 - this avoids firewalls
 - but it's much slower than FTP

Testing a Web Site After Publishing

- Determine that all images display properly
- Make certain that no broken links exist
- Ensure all interactive elements such as forms are functioning properly
- Make any necessary changes to the source file and then upload that file to the server, overwriting the old file
- Test in several browsers and on several computers
 - note that PCs and Macs have different gamma settings
 - this can make colors seem darker or lighter than you expected
- Test on several mobile devices
 - more and more people browse the web on mobile devices
 - phones, tablets, laptops

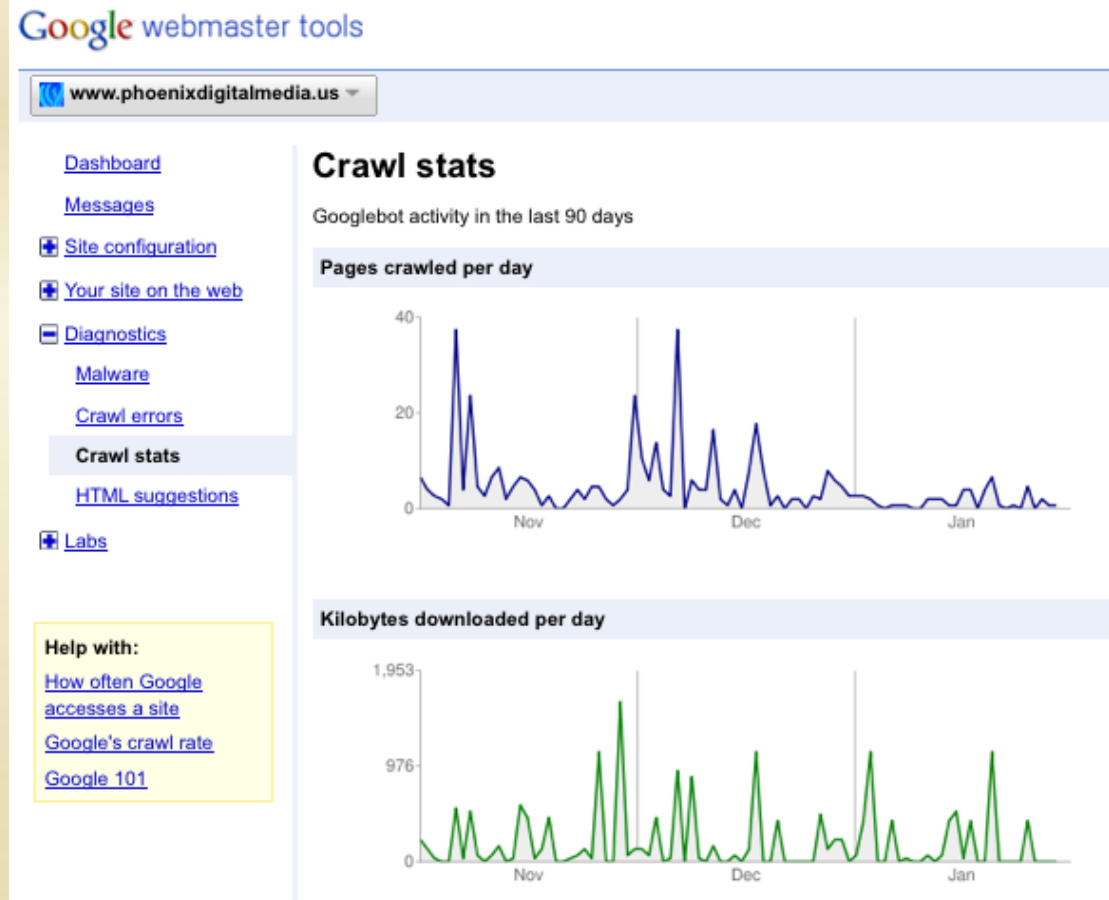
Marketing the Web Site

- Announce your presence on the Web
- Drive traffic, generate click-throughs, collect eyeballs
- Web-based marketing
 - Search engines
 - Submission services
 - Reciprocal links
 - Banner advertising
 - Awards
 - E-mail newsletters and mailing lists
 - blogs

Working With Search Engines

➤ Search Engines

- Maintain a database of sites on the Web
- Equivalent of having your name and number listed in the Yellow Pages
- Meta tags increase the chances of your site appearing in search results
- Spiders and robots search the Web for new sites periodically
- You can register with some search engines free of charge
- Several search engines provide extensive diagnostic tools that help you make the site more “visible” to the spiders and bots



Web-Based Marketing

- E-Mail Newsletters, Mailing Lists, Blogs
 - Have potential to market your Web site easily
 - Inform visitors of new products and services
 - Newsletter should be personable, engaging, and free of errors
 - Always provide a way to unsubscribe from the e-mail newsletter
 - A blog can generate interest
 - Be sure to keep these up-to-date and respond to users' comments
- The more people link to your site, the higher it will appear in search results
- Your host company probably has web marketing options
- Tie in with social media, tagging, bookmarking (facebook, digg, etc.)

Maintaining and Updating the Web Site

- Add changing, timely content
- Check for broken links, and add new links
- Document the last reviewed date on Web pages
- Include a mechanism for gathering user feedback, and act on that feedback
- Identify benchmark and resource Web sites
- Do entire site re-designs every few years to keep your look fresh (using CSS really helps with this)
- Most designers keep the “master copy” of the site on their local machine (also called “local files”)
- Back that up, of course
- When you make changes
 - update the master files
 - test those updates
 - then upload them to your server

Security and Web Servers

- Most commercial web hosting companies provide security
- If you purchase a domain then you must provide public information in the International Domain Registry (WHOIS)
 - spammers sometimes use this public database
 - you might get more junk mail after registering a domain
 - if your contact info changes it's your duty to update your WHOIS information
- What can go wrong
 - hackers can change your HTML, access your databases
 - trolls can post inappropriate messages in your comments
 - web hosting company can go offline or destroy your files

Ethical and Legal Issues

- You should not “embed” multimedia without permission
- You should not violate US Copyright law
 - hosting MP3s (without permission)
 - using others’ images, videos (without permission)
 - copying other people’s ideas or words without attribution
- Be a good “digital citizen”
 - don’t create websites that encourage illegal or immoral activities
 - don’t spread lies or deceit
- CIPA (Child Internet Protection Act)
 - applies to any website that includes people under 18
 - illegal to post content that is “obscene, child pornography, or harmful to minors”