STATIC AND DYNAMIC WEBSITES

A static web page is a web page that is delivered to the user's web browser exactly as stored.

A static website consists of a series of HTML files, each one representing a physical page of a website. On static sites, each page is a separate HTML file.

When you visit the homepage, you are viewing only the actual homepage file.

Any site that has fixed content usually written in html code.

1. Every page will have the code written separately, just as you see in on the web.
2. Every page has to be saved separately on the server.
3. Changes have to be made manually every time, and you need coding knowledge to make any and all changes.

Advantages

- Easy to develop
- Cheap to develop
- Cheap to host

Disadvantages

- Requires web development expertise to update site
- Changes and updates are very time consuming
- Site not as useful for the user
- Content can get stagnant
- Out of date!

A dynamic website uses server technologies (such as PHP) to dynamically build a webpage right when a user visits the page.

A site whose construction is controlled by an application server processed by server-side scripts.

1. Pages of the website are not coded and saved separately.
2. The design/template (look and feel) is saved separately.
3. Corresponding content are saved separately.
4. The pages are dynamically populated every time.

A request to view a page will dynamically populate the different sections of the site according to a template file

- Header (Logo, icons)
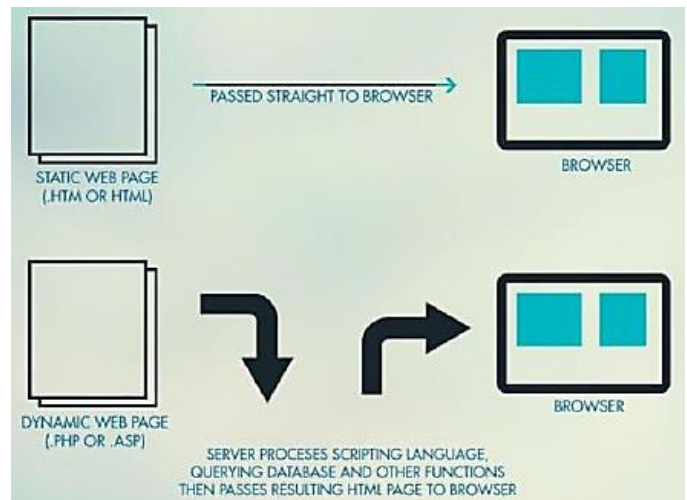- Menu
- Content (Body)
- Side bars
- Footer

Advantages

- Much more functional website
- Much easier to update
- Much easier to add new content/pages
- New content brings people back to the site and helps in the search engines
- Can work as a system to allow staff or users to collaborate

Disadvantages

- More expensive to develop
- Slower to develop
- Hosting costs a little more (This might not be true now, because of great shared web hosting plans these days)

An interactive website is simply a site that promotes interactions with users or any kind of movement, communication, or interactivity between a user and a website.

For example, interaction can happen when a user clicks on something to move forward, views a video, comments on a post, provide feedback, visits internal links.

- Engagement is key
- An interactive website can be just about any website that allows users to go beyond simply reading text and viewing images.
- Customer retention and enhances marketing abilities are two of the major benefits of an interactive website.
- Impress and engage your visitors. Make it a memorable and enjoyable experience.

WEBSITE CONTENTS

CONTENT WRITING

Content writing is the process of planning, writing, and editing web content, typically for digital marketing purposes with the aim of solving a problem for a specific audience.

Areas of Concern:

- Responsive design
- Online reading
- Structuring content

RESPONSIVE DESIGN

- Responsive websites detect the device used to view them and adapt accordingly
- Responsive web design (RWD) refers to designing websites to adapt to a user's device.
- The goal is for a website to retain its optimal usability and appearance regardless of the device it's displayed on

Users of tablets, mobiles and desktops all see the same website content – it's just optimized for their device.

When creating content you need to understand how it will work on different devices.

Think about webpages as being made up of separate pieces of content that adapt in different ways across devices.

What is responsive web design and its benefits?

Responsive web design makes websites faster, more accessible, and easier to navigate. It makes it easier for users to then find the information they are looking for and typically encourages them to stay on your site.

- Checking how your content works on different devices is vital
- It means your message is effective, whatever device is used

ONLINE READING

- Reading online is proven to be very different to reading print
- Research shows people look at web pages using certain patterns
- We can exploit those reading patterns to make sure key messages are effective

Online readers:

- won't read all of your content – they scan
- are task-focused – if you don't answer their questions, they leave
- can enter your website on any page – not the 'start'
- notice the first paragraph, words and headings – known as the 'F'-shaped pattern
- look for ways to verify how up-to-date your content is
- Smaller screens increase this behavior

F-shaped Pattern

Online readers tend to notice the top of the page, first paragraph, words and headings

Websites optimized for smaller mobile screens:

- more linear eye movement to follow swiping
- people expect content to be visually split into chunks
- priority is still the top of the page – people less likely to see lower content

No F-Shape

- text doesn't exploit where users look for effective messaging
- Hard to read - imagine how this looks on a mobile screen
- Big blocks of content - nothing to draw your eye in
- No sub headings to break up text and help scan reading
- Only 1 hyperlink – and it's not descriptive

- No bullets to break up text
- Look at start of each paragraph, there's a repetitive use of words

<u>F-Shape</u>

- text mirrors this to exploit where users look for effective messaging
- Content is short so is quick and easy to scan read
- Uses sub headings – signposts what each section is about
- Use of descriptive hyperlinks to take you to more information
- Bullets to break up text
- Image adds context and interest to the page

STRUCTURING YOUR CONTENT

- Physically helps people to read online
- Makes your content easily understood
- Results in a more effective website

<u>Structuring a Web Page</u>

For every page you create make a tick list. Make sure you think about:

- the purpose of the page
- who you are writing the page for
- what users of your site want to know – their key questions and tasks
- what you want your user to do next

Start with the Point

1. <u>Primary message is understood at a glance:</u>
   - Clear/descriptive page title and introduction. Can be understood quickly.
   - EXAMPLE: You know exactly what this page is about and what type of information you'll find.
2. <u>Secondary message needs more focus:</u>
   - Page content with your key information
   - Lists key content. Conveys lots of information, so more to read.
3. <u>Supporting messages - what else is there to know/do?</u>
   - calls to action (register at an event/apply)
   - related information (images/video)
   - qualifiers to support your message (quotes)
   - EXAMPLE: A Call to Action. A button is used to help people book a place. Relevant social media links are also provided.