

CIS 300

Web Design and Development

Chapter 12 | Web Publishing Basics

Learning Objectives

2

- Describe criteria to consider when selecting a web host
- Obtain a domain name for your website
- Publish a website using FTP
- Design web pages that are friendly to search engines
- Submit a website for inclusion in a search engine
- Determine if a website meets accessibility requirements
- Evaluate the usability of a website

Domain Names

3

- Establishes a Web presence for individuals, businesses, and organizations.
 - New Business
 - Choose domain name while selecting company name
 - Established Business
 - Choose a domain name that relates to your established business presence

Choosing a Domain Name

4

- Describe your business
- Be brief, if possible
- Avoid hyphens
- TLD (top level domain name)
 - .com, .net, .biz, .us, .mobi and others
 - .org for non-profits
- Brainstorm potential keywords
- Avoid trademarked words or phrases
- Verify Availability

Registering a Domain Name

5

- There are many domain name registrars, including
 - <http://register.com>
 - <http://networksolutions.com>
 - <http://godaddy.com>
- Visit Registrar, choose name, pay with credit card or Paypal
- Private registration – additional fee but personal information is kept private and out of the WHOIS database

Web Hosting

6

- Some organizations administer a web server in-house and host their own web site.
- Most companies use a web host provider.
 - A good web hosting service will provide a robust, reliable home for your web site.
 - A poor web hosting service will be the source of problems and complaints.
 - Do not use free web hosting for a commercial web site.

Types of Web Hosting

7

- Hosting Needs: Small to Medium Website
 - Virtual Hosting (Shared Hosting)
 - The web host provider's server is divided into a number of virtual domains and multiple websites are set up on the same computer.
- Hosting Needs: Large to Enterprise Web Site
 - Dedicated Web Server
 - Co-located Web Server
 - Consider:
 - National web host providers
 - Guaranteed uptime – service level agreement (SLA)
 - Bandwidth of Internet connection
 - Technical Support

Publish with FTP

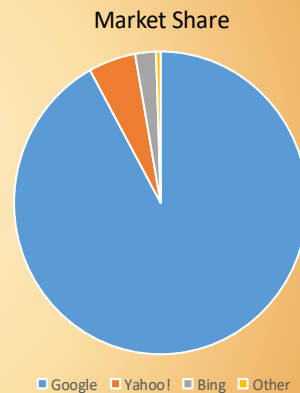
8

- FTP, File Transfer Protocol
 - FTP is utilized to copy and manage files and folders over the Internet
- Popular FTP Applications
 - Filezilla
 - SmartFTP
 - CuteFTP
 - WS_FTP

Popular Search Engines

9

- Google, Yahoo!, and Bing — the three most popular sites used for searching the Web during a recent month.



Source: <http://marketshare.hitslink.com/search-engine-market-share.aspx>

Copyright © 2016 Pearson Education, Inc., Hoboken NJ

ASU W.P. CAREY
SCHOOL OF BUSINESS
ARIZONA STATE UNIVERSITY

Listing in a Search Engine

10

- Visit Search Engine and look for “Add URL” or “Suggest URL”, or “Add your Site”, etc.
- Follow the directions and fill out the form
- Wait until your site is finished
- Don’t submit “under construction” Web sites!
- A robot from the search engine will visit your Web site and index it
- Allow several weeks and test the search engine to see if your site is listed

Copyright © 2016 Pearson Education, Inc., Hoboken NJ

ASU W.P. CAREY
SCHOOL OF BUSINESS
ARIZONA STATE UNIVERSITY

Search Engine Robot

11

- Also called a spider or bot
 - A computer program that follows hyperlinks and “walks” the Web – accessing and documenting Web pages.
 - Categorizes the pages and stores information in a database.
- May access the following components of web pages:
 - title,
 - description meta tag
 - text in headings
 - other text on the page
 - hyperlinks

Search Engine Search Form

12



- The part you are most familiar with!
- The search form is the graphical user interface that allows a user to request a word or phrase to search for.
- The visitor to the search engine types words (called keywords) related to their search into the text box.
- When the form is submitted, the data typed into the text box is sent to server-side processing that searches the database using the keywords you have entered.
- The search results (also called a result set) is a list that contains information such as the URLs for web pages that meet your criteria.

Search Engine Results Page (SERP)

13

- A list of items that describe web pages matching the search terms.
 - Each item contains a link to a page along with additional information that might include the page title, a brief description, the first few lines of text, the size of the page, and so on.
- The order the web page items are displayed in the SERP may depend on:
 - paid advertisements
 - alphabetical order
 - link popularity
- Each search engine has their own policy for ordering the search results.

The Meta Element <meta>

14

- The meta element
 - A stand-alone tag
 - Placed in the head section
 - Attributes:
 - name
 - Content
- ```
<meta name="value" content="value">
```
- Meta tag used by search engines:
    - name="description"



## Keywords Meta Tag

15

- Example: "Acme Design"

```
<meta name="description" content="Acme Design, a premier web consulting group that specializes in E-commerce, web site design, web site development, and web site re-design." >
```

## Search Engine Optimization (SEO)

16

- Determine keywords
- Page Title
  - Include the company and/or Web site name
  - Include selected keywords as appropriate
- Heading tags
  - Include keywords
- Text on page includes keywords



## Search Engine Optimization (SEO)

17

- Linking
  - Provide text navigation hyperlinks
  - Verify that all hyperlinks are functioning
- Page Layout
  - Avoid nested tables
  - Use CSS for page layout
- Images & Multimedia
  - Configure meaningful alternate text
  - Be aware that text and hyperlinks contained within multimedia may not be accessed by search engine robots

## Search Engine Optimization (SEO)

18

- Valid Code
  - Validate HTML
  - Validate CSS
- Content of Value
  - Follow Web Design Best Practices
  - Well-organized
  - Meaningful & useful to your target audience



**See you in the next video!**