CP1406 – Week 9 Publish, Promote, and Maintain a Website

Introduction

- After you have created, validated, and tested a website, the next step is to publish it on a web server
  - You then need to take appropriate steps to promote the website so potential customers find it
- After a website is designed, developed, and launched, maintenance of the website begins
  - A well-polished website involves a continuous maintenance process

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Using Social Media

- A social network is an online community where members post and exchange social media content
  - Significant opportunity to market products to potential customers because it encourages word-of-mouth advertising
  - Allows businesses to immediately connect with customers and potential customers and instantly engage them with new product information

Facebook

- Social networking site with over two billion users
    - Users include individuals and businesses
- Provides advertising opportunities to businesses to promote their products and services
    - A business can create a Facebook page and use it to advertise its products and services
    - Individuals can "like" a business by clicking a button to indicate that they use or approve of a product or service

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Twitter

- Another social networking site used to post short comments or updates
  - Each post, known as a tweet, is limited to 280 characters
- Customers have the option to follow a business
  - Businesses can tweet about special offers, follow and learn about special offers made by competitors, and display ads for a fee
- Twitter provides many marketing opportunities
  - Helps with a content strategy, engaging and obtaining more customers, and measuring marketing results in real time

YouTube

- Social media website where members can upload and share original videos
  - Every day, YouTube's visitors watch several hundred hours of video and generate billions of views
    - Provides businesses a good opportunity to advertise and market their products
- Businesses can purchase ad space on YouTube to attract its target audience
  - Can be a banner image that is displayed on the lower part of a video or a full-length commercial that plays before the selected video

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Instagram

- Social networking site where members can upload and share photographs, images, and video
  - Most users view and use Instagram from a mobile device
- Creators of Instagram wanted to provide users a unique way to connect and express ideas with captivating visual photography
  - App allows users to apply filters to enhance images and video to make them look more professional
  - Many businesses use Instagram to promote brand awareness

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Pinterest

- On Pinterest, members browse and "pin" ideas found on the web
  - Users search for ideas for just about anything, including recipes, crafts, photography, and do-it-yourself (DIY) projects
  - Users can follow boards that interest them most and "pin" photos, links, and comments to their own board for future use

Other Social Media Options

- Other social media options for your business to explore include LinkedIn, Snapchat, TikTok, Flickr, and many more
  - The key is to determine which social media outlets are best for your business in attracting new customers
  - Business owners must also consider the time involved with keeping social media current and relevant

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Blogs

- Online journal, maintained by an individual, group, or a business
  - Short for a combination of the words **web** and **log**
- Businesses use a blog to share new information and to keep their customers engaged
  - Can also use their blog to discuss current trends or changes in the market
  - Customers can respond to each blog entry to ask questions or provide feedback

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Adding Facebook and Twitter Links to a Website

- Businesses that use social media display social media icons and links on their website
  - Icons let customers know how to connect with the business on social media
  - When users click a social media icon, they are redirected to the social media page for the business
  - Social media links are typically included near the top or bottom of a webpage

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Finding a Website

- Finding a website is easy when you know the website address
  - A search engine is used to locate a website when you do not know the URL

Search Engines

- Used to find specific businesses or content on the web
  - Online tools that search for websites based on keywords entered by a user
  - Use robots (i.e., bots or spiders), programs that run automated tasks on the Internet, to traverse the web in search of the keywords entered by users

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Search Engines

- As robots browse the web, they index and organise findings, which are stored in a database
  - The robots view and may store webpage titles, meta tag keywords and descriptions, and h1 or other heading element content

- Popular search engines include Google.com, Bing.com, Ask.com, and Yahoo.com

Search Engine Optimisation

- Process of increasing the amount of traffic to a website by improving the ranking of the site in search engine results pages (SERPs)
  - Rank: position of a webpage link, as displayed on the SERP
  - An impression is created each time a webpage link appears in a SERP of a related query

Search Engine Optimisation

- Effective SEO involves key tasks
  - Brainstorming key words that describe the business
  - Using keywords within the domain name, page titles, heading elements, and meta description tags
  - Researching competitors and noting their keywords
  - Optimising images by using keywords within the alt text of the images as robots cannot read text on the images

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Meta Tags

- Meta tag name derives from the word *metadata*
  - Information about data
- Unicode Transformation Format (UTF) is a compressed format that allows computers to display and manipulate text
  - The statement below declares the character encoding as UTF-8:

    <meta charset="utf-8">
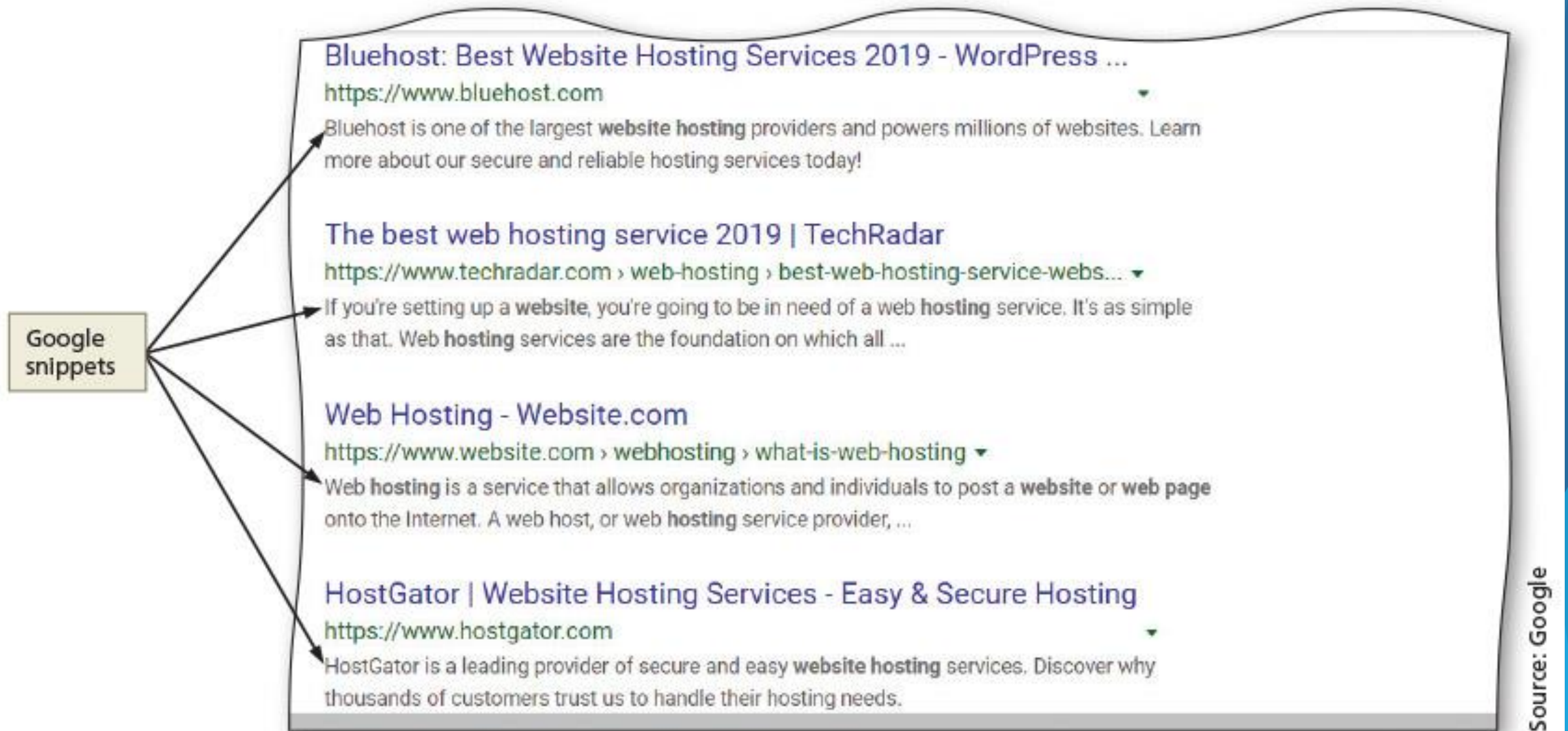
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Meta Tags

- Author, description, and keywords for the webpage are specified through use of the name and content attributes
    - Name attribute identifies the type of information in the content attribute
    - Content attribute identifies the specific phrases or words that are required to appear as metadata

Meta Tags

- Example of a description meta tag where description is the value for the name attribute:

  <meta name="description" content="Forward Fitness Club is an elite fitness center dedicated to helping our clients achieve their fitness and nutrition goals.">

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Meta Tags

Publishing a Website

- After a website is developed, the next step is to register a domain name, determine a web hosting strategy, and publish the website
  - To do so, select and register a domain name, select a web hosting service, and then transfer the website files to the host's server

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Domain Name

- Server name portion of a URL
  - Selected and registered domain names should represent the business
- The .com top-level domain (TLD) name is preferred for businesses
  - An open TLD means that any person or entity can register with the domain name

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Domain Name

- To determine if the domain name considered is available, one can start the search at InterNIC, www.internic.net
    - The InterNIC website is operated by the Internet Corporation for Assigned Names and Numbers (ICANN) to provide information to the public regarding Internet domain name registration services

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Website Hosting

- Options to find a hosting service
  - Using a company that charges for website hosting services
  - Setting up and maintaining one's own web server

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Website Hosting

- Several questions need to be answered once a web hosting service is selected:
  - What is the total cost?
  - How much space is available?
  - How fast is the connection speed?
  - How much total bandwidth transfer is available?
  - Is technical support provided?
  - Are tracking services provided?
- After a web hosting service is selected, files need to be transferred to the host's server
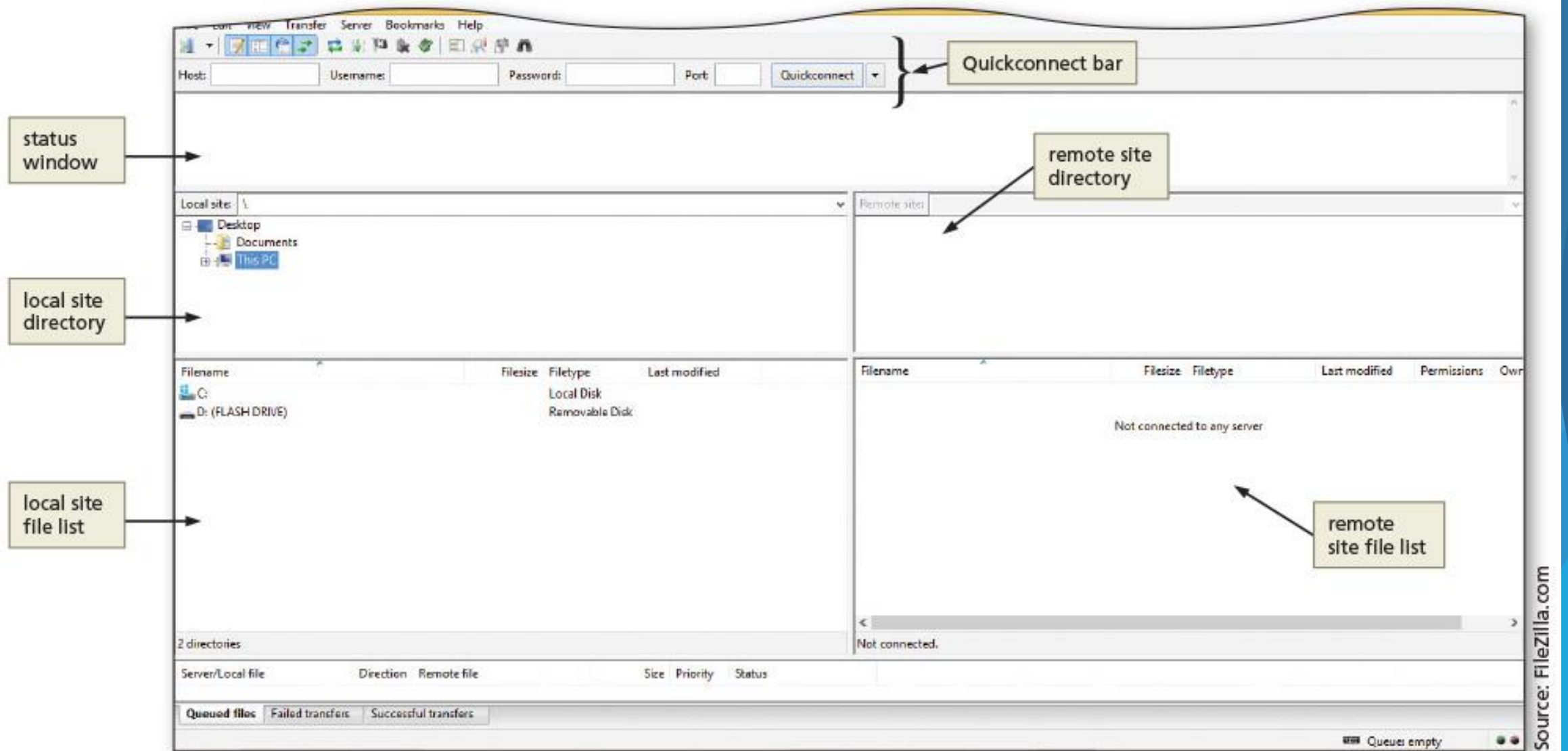
Publishing a Website

- When a website is published, the website files are transferred to a web server
  - One way to upload files to a web server is to use a File Transfer Protocol (FTP) client program
    - An FTP client is a software that is used to transfer files from a computer to a server over the Internet

FTP Clients

- Like other types of software, some FTP clients are free and some are for purchase
  - FileZilla is a free FTP option
    - FileZilla FTP client software is available for several OS platforms, including Windows, macOS, and Linux

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FTP Clients

status window

remote site directory

Quickconnect bar

local site directory

local site file list

remote site file list

Source: FileZilla.com

Promoting a Website

- After testing webpages and correcting any errors, the last step is to market the website location to attract visitors
  - Develop a comprehensive marketing plan
    - A website is a passive marketing tool; it serves no purpose if no one knows it is available on the web
    - To attract customers to your website, take appropriate steps to promote and market it

Promoting a Website

- Methods of website promotion and marketing
  - Register website with search engines
  - Add business website to Google, Bing, and Yahoo
  - Advertise through social networking platforms
  - Post social media on a regular basis
  - Write a guest blog
  - Create a Google Ad
  - Add website to business cards, company brochures, stationery, and email signature
  - Advertise website through email marketing

Promoting a Website

- Methods of website promotion and marketing
  - Tell people you meet about your website
  - Negotiate reciprocal links in which you agree to link to a website if they agree to link to your website
  - Use newsgroups specific to your industry

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Registering with Search Engines

- A website is registered with a search engine after the meta tags are entered and the website is published and marketed
  - The two most popular search engines are Google and Yahoo!
  - It is also a good idea to register a website with search engines that specialise in subject matter related to the website

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Website Development Life Cycle

- Process that can be used for developing webpages at any level of complexity
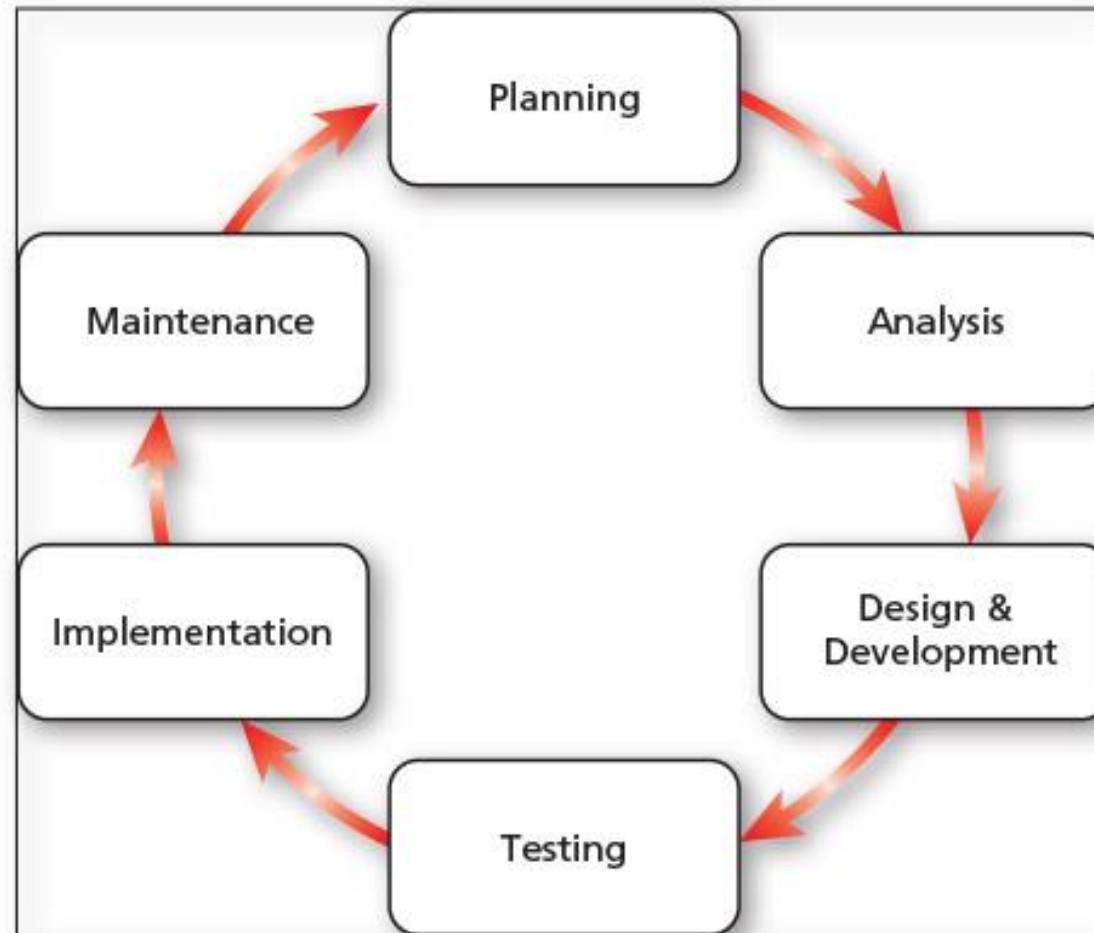
Website Planning

- First phase of the web development life cycle
  - Identifying the goals or purpose of the website, who will use the website, and computing environments of most users
- Final aspect to the website planning phase is to identify the content owners and authors
  - Who owns and authors the information on the website?
  - Who decides content placement on the website?

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Website Analysis

- Involves decisions about the website content and functionality
  - To help define the appropriate website content and functionality, first identify the tasks that users need to perform
    - Define necessary content to facilitate those tasks and determine useful information for the users
    - Consider the processes required to support website features

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Website Design and Development

- Key considerations in website design
    - Defining how to organise web page content
    - Selecting the appropriate website structure
    - Determining how to use multimedia
    - Addressing accessibility issues
    - Designing pages for an international audience
    - Determining the best way to provide navigation on the website

Website Testing

- Basic steps to test content and functionality
  - Validating each HTML page by running it through the W3C markup validation service
  - Validating your stylesheet by running it through the W3C CSS validation service
  - Proofreading page content and titles to review for accurate spelling and grammar
  - Checking links to ensure they are not broken and are linked correctly
  - Checking graphics to confirm they appear properly and are linked correctly

Website Testing

- Basic steps to test content and functionality (Cont.)
  - Ensuring that accessibility and internationalisation issues are addressed
  - Testing forms and other interactive page elements
  - Testing pages to make sure they load quickly, even over lower-speed connections
  - Printing each page to view how each page looks when printed

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Website Testing

- Usability is the measure of how well a product, such as a website, allows a user to accomplish their goals
  - Usability testing is a method by which users of a website or other product are asked to perform certain tasks in an effort to measure the website's ease of use and the user's perception of the experience

- Compatibility testing is done to verify that the website works with a variety of browsers and browser versions
  - Different browsers display some aspects of webpages differently

Website Testing

- Stress testing determines what happens on your website when a significant number of users access the site at the time same
  - Verifies that a website runs at an acceptable speed with many users

Implementation

- Once website testing is complete and any required changes have been made, the website can be implemented
  - Implementation of a website involves publishing the webpages to a web server
    - FTP software, such as FileZilla, can be used to publish webpages to a web server
    - After publishing a website, test the webpages again to confirm they have no obvious errors such as broken links or missing graphics

Maintenance

- To help manage website maintenance, determine who is responsible for updates to content, structure, functionality, and so on
  - Limit update responsibilities to specific users
    - Be sure implementation is controlled by web developers who can verify webpages are tested thoroughly before publishing
- Website monitoring is another key aspect of maintaining a website
  - Google Analytics and web hosting service providers offer invaluable data about website usage

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Being an Observant Web User

- As a web developer, review the webpages that you access with an eye on functionality and design
  - Bookmark websites you think are effective and ineffective, good and bad, and use them as references for your own web development efforts
  - Watch for trends on the web as you search for information or make online purchases

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Project Management

- A website project management team works together to plan, design, develop, publish, and maintain a website
  - Project manager oversees the entire project and maintains a timeline of project tasks and goals
  - Website designer creates the web design
  - Website developer develops the webpages
  - Content specialist develops webpage content
  - Marketing professional develops a marketing campaign
  - Server administrator maintains the web server

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Content Updates

- Updating website content is an ongoing process
  - When you have a new product or service, add an image or video to your website to showcase it
  - If your company submits press releases on a regular basis, create a page for press releases, as this shows that your business is active and busy
  - Consider a page for client testimonials to spur potential sales
  - Post social media on regular basis

Copyright Law

- Think twice before downloading media to use on your website
  - The person who created the media is its owner
- There are times when it is acceptable to use media created by another source
  - Fair use pertains to the use of copyrighted material without the need for permission from the creator
- Creative Commons licences provide media content authors the ability to share work with others, while maintaining ownership

E-Commerce

- Online businesses that conduct transactions online, including large, retail websites that sell products to consumers
  - A booming business: online customers enjoy purchasing what they want, when they want it, and store-front overhead costs are reduced
  - Also has its obstacles: identity theft and fraud

Chapter Summary

- In this chapter, you learned how to:
  - Add social media icons and links to a webpage
  - Improve SEO for a website by improving page titles, adding description meta tags, and creating a sitemap file
  - Publish and promote a website
  - Make webpages more accessible by creating a Skip to Content link
  - Improve page loading time by minifying a CSS file