
Introduction Web Development I

16th September

Introduction to Web Development

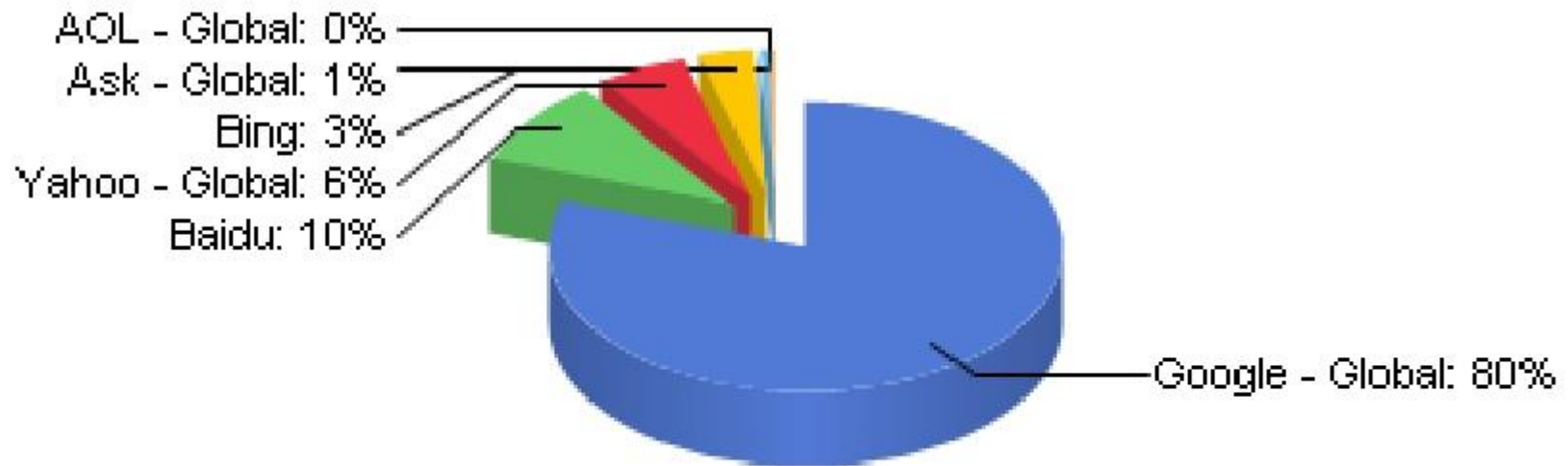
- Search engines
 - Discussion boards, bulletin boards, other online collaboration or knowledge-sharing resources
 - Future directions to WWW
-

Search Engines

- Directories
 - Search engines
 - Meta-search engines
 - Search techniques
 - Word and Exact-Phrase Searches
 - Boolean Search
 - Other searches
 - Synchronous/Asynchronous communication
 - Browsers
-

Popular Search Engines & Search Indexes (2011)

Total Market Share



Search Index (aka Search Directory)

- Popular Search Indexes:
 - Yahoo! <http://www.yahoo.com>
 - Open Directory <http://www.dmoz.org>
- A search directory maintains a hierarchical category of topics and places web site listings into these categories.
- Search either by typing in a search term OR "drilling" down into the hierarchy for relevant sites.
- Each site is reviewed by an editor before accepted into a directory

Search Directory

Make Yahoo! your home page | Block pop-ups with Yahoo! Toolbar

Yahoo! Search Marketing - Drive more customers to your site. Find out how.

YAHOO!

Search:

Web | Images | Video | Audio | Directory | Local | News | Shopping

Web Search

My Yahoo!

My Mail

Yahoo! Answers: What is the difference between a road and a street?

- Autos
- Entertainment
- Finance
- Games
- GeoCities
- Groups
- Horoscopes
- HotJobs
- Kids
- Maps
- Personals
- Photos
- Real Estate
- Shopping
- Sports
- Travel
- Yellow Pages

All Yahoo! Services

Small Business

- Web Hosting
- Domain Names
- Sell Online
- Search Marketing

Featured Services

- 360°
- Downloads

Featured

Entertainment

Sports

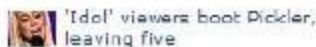
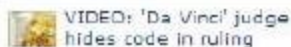
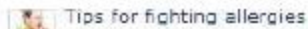
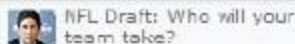
Money



Who will your team pick?

Y! Sports' Charles Robinson breaks down Saturday's first round. [more](#)

- Cris Carter: Who I'd take No.1...
- Dan Wetzel: Young and priceless
- More Y! Sports NFL Draft analysis



In the News

World

Video

- Bush visits New Orleans as FEMA criticized
- Congress struggles to act on gas prices
- Rice says U.N. must act over Iran nukes
- Sago air equipment has history of problems
- Prominent Belarus opposition leader jailed
- Colombians seek refuge in squatter villages
- Ten states sue EPA over global warming

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Markets: Dow: +0.2% Nasdaq: +0.3%

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Most Popular Sedans



- 1 Honda Civic**
[Read user reviews](#)
- 2 BMW 3 Series**
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Search Engine Components

- Popular Search Engines:
 - ❑ Google <http://www.google.com>
 - ❑ Baidu <http://www.baidu.com>
- Search engines use the following components:
 - ❑ Robot or “spider”
 - ❑ Database (also used by search indexes)
 - ❑ Search form (also used by search indexes)

Search Engine Robot

- 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,
 - meta tag keywords & meta tag description
 - text in headings
 - other text on the page
 - hyperlinks
- See <http://www.robotstxt.org>

Search Engine Database

- Database:
 - A collection of information organized so that its contents can easily be accessed, managed, and updated.
- Database Management Systems (DBMSs)
 - Configure and manage database
 - Oracle, MySQL, Microsoft SQL Server, IBM DB2
- Search Engine Database
 - Contains information about web pages

Search Engine Search Form

- The search form is the graphical user interface that allows a user to request a word or phrase to search for. It is usually just a text box and a submit button.
- 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 a server-side script 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)

- 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.

Effective Search Techniques

- Be specific
- Don't use common words
 - e.g. “internet”, “program”...
- Learn to adjust your query
 - “run”, “runs” and “running”
- Use synonyms
 - use “jog” OR “run”
- Use quoted phrases for exact matches for phrases
- Use uppercase where appropriate
 - most tools are case sensitive (upper case means only upper case)

Effective Search Techniques

- Understand the search tools you are using
 - ❑ look for a Tips link
 - Use Boolean Queries where possible
 - ❑ AND = all words present
 - ❑ OR = one or more words
 - ❑ NOT = word not present
 - ❑ can use parentheses to refine search
 - + and - (alternative to boolean)
 - ❑ + = word must be present
 - ❑ - = word must not be present
-

Synchronous Communication

- Synchronous communication
 - Text-only based web chatting
 - Bulletin Board system
 - Internet Relay Chat
 - Instant Messaging
 - Webcasting

Is a podcast synchronous communication?

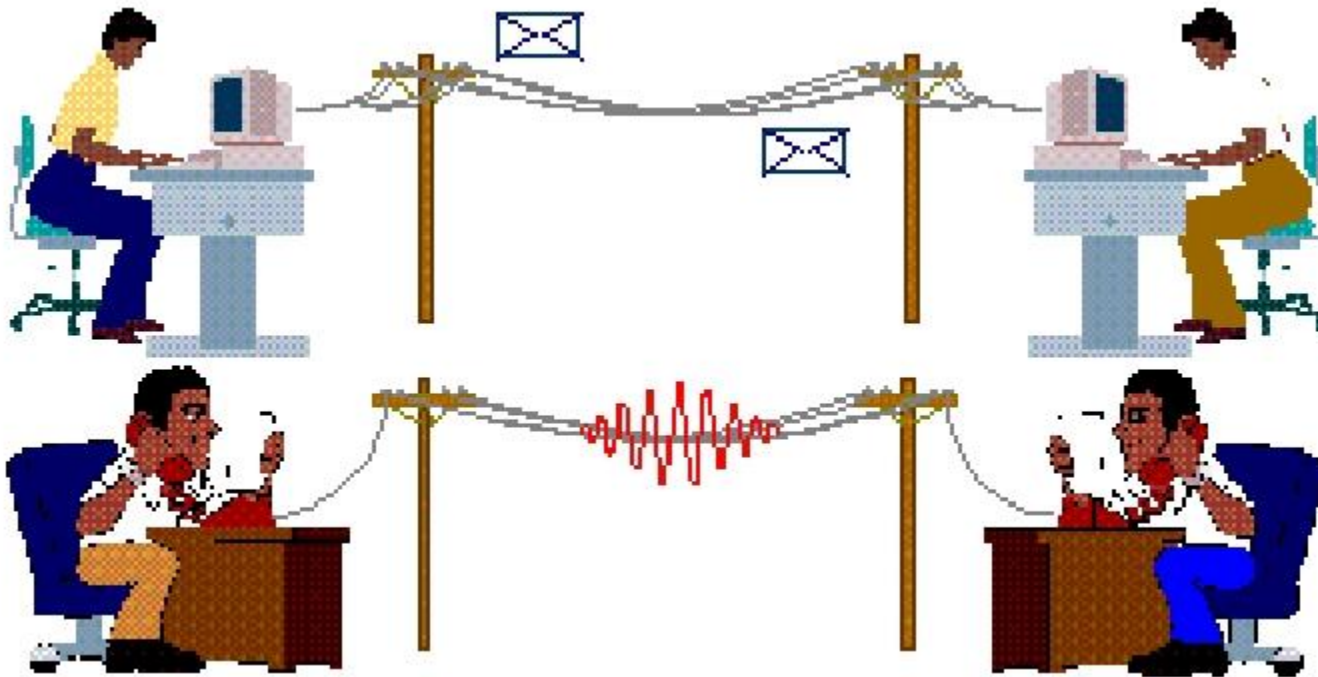
Synchronous Communication

- Text-Only based web chatting
 - Bulletin Board system
 - Computer application dedicated to exchanging messages and files on a network
 - Free to use
 - User needs an account to log in
 - Internet Relay Chat (IRC)
 - Based on BBS technology
 - Enables forums for discussion and real-time chatting
 - Very popular amongst UNIX users
 - Example: <http://www.efnet.org>

Asynchronous Communication

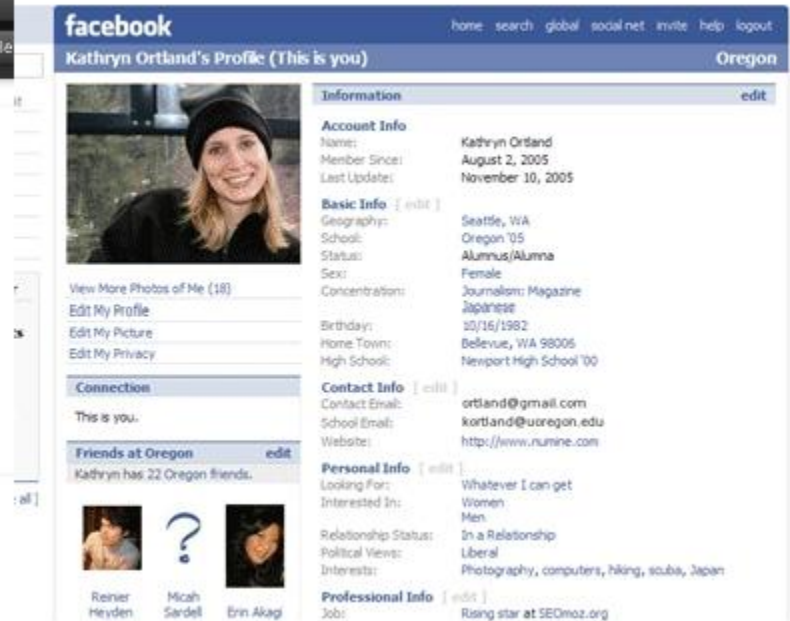
- Asynchronous communication
 - Mailing lists
 - Discussion groups/Web forums
 - Emailing
-

Asynchronous versus synchronous communication



Communication

Using whatever SNS site that you use, identify 1 form of synchronous and one form of asynchronous communication



Browsers

- Microsoft's **Internet Explorer**
 - Mozilla **Firefox**
 - Google **Chrome**
-

Web Browser Capabilities

- Browsing URLs
 - History Lists
 - Printing, Saving, Sending
 - Bookmarking Favorites
 - Viewing Document Source
 - Image Formatting Support
 - Caching
 - Toolbar Buttons
 - Security
 - Native Multimedia Support ...
-

Future Internet & Web Trends

- Continued importance of E-Commerce
- Wireless Web access
- IPV6
- Web Services
- Blogs
- Twitters
- RSS
- Wikis
- Web 2.0
- HTML5

Future Internet & Web Trends

- Security
 - “Death of the Open Web”?

- The World into the Web
 - Browser-based Everything
 - The Internet as a Collective Consciousness

- The Web into the World
 - The “Web of Things”
 - Interactive Landscapes
 - The “Innerweb”

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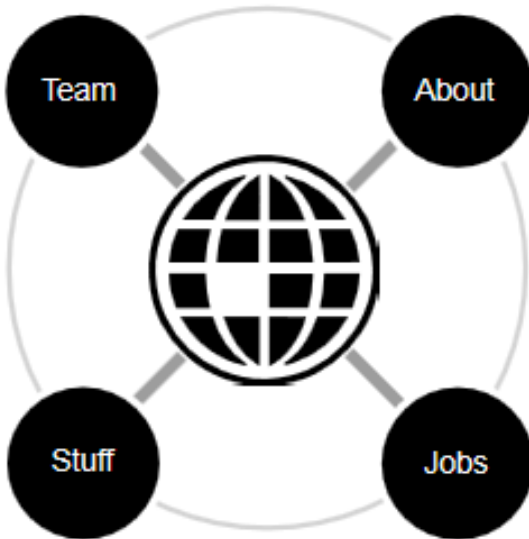
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The creative process takes a lot of time, and web designers know it. When you factor in feedback from clients, the process takes even longer: numerous emails, revision notes, chats and meetings — that's what it normally takes to find out precisely what the client wants.

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The world's worst website Ever!

COMING SOON: An even worse site! Look for it sometime later, eventually! we PROMISE!

Traffic Stats

SELF
SERVE

THIS WEEK 999 9/10

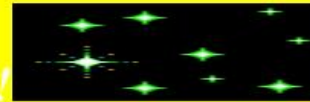
LAST WEEK 999 9/10

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