

All Access Computers



Kevin Woodall

Internet Programming Intern

06/25/10–09/17/10

September 12, 2010

Dr. Helen Grady
Department of Technical Communication
Mercer University
1400 Coleman Avenue
Macon, GA

Dr. Grady,

I am pleased to present to you my final work report as the culmination of my internship in compliance with the requirements set forth by the Mercer University Technical Communication department.

Contained in this report are the details of my 12 week role as an intern with All Access Computers in the capacity of an Internet Programming intern. Included within are the learning objectives that I have reexamined after completing my internship. Also, my responsibilities are detailed as are some recommendations to the TCO department that I feel would improve the overall quality of the education.

I would like to thank Bennie Coleman of All Access Computers for offering me this internship as well as a full time job afterwards.

Any comments or questions that you may have pertaining to my internship can be directed to me at (478) 718-3558 or 10496996@live.mercer.edu

Sincerely,

Kevin Woodall

All Access Computers

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Internet Programming Intern

06/25/10–09/17/10

Executive Summary

From June 25, 2010 to September 17, 2010 I worked as an internet programming intern at All Access Computers in Macon, GA. I worked directly under and reported to Bennie Coleman, the owner and operator of the company. Detailed in this report is how I got my internship, the projects that I completed during the internship, where I worked, and my evaluation of my internship. I believe that my internship contributed to my own knowledge and experience while also benefiting the company that I worked for.

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Finding the Job

In January 2010 I began my search for a summer internship. As there were still 4 months until I absolutely had to have the job I was admittedly not searching too hard in the beginning weeks. Also, I was a little over ambitious at first, applying to jobs in Utah, Washington, and other places far afield. As my deadline to secure a job neared I began to search in earnest for a job. Despite my efforts, the first interview that I landed was in mid April with DHL Global Mail in Forrest Park, GA. I was competing for this position for another TCO major and, while I thought my interview had gone very well, the other applicant got the job. After this I started contacting graduates of the program that I knew and got several possibilities, but none of them led anywhere. It was not until early May that I managed to get another interview, this time with a local company named Spinen, which is ran by Jimmy Puckett. Unfortunately, a few days before the interview I received a phone call canceling it due to budget considerations. After this opportunity failed my deadline for finding an internship crept up and then passed me by. It was not until mid June that I met up with Bennie Coleman of All Access Computers. Bennie ran a business that had two main sections. The front of the business was a computer repair shop and it sold a small selection of computers. The back of the business was a web design company. I was offered a position as an internet programming intern, which is essentially a web design internship but with a heavy emphasis on programming.

The Company

All Access Computers is a very recent business, having only existed for a few years. The business is more a collection of individual ventures into one larger entity. For instance, the web design component of the business began some 6 or 7 years ago as Digital Macon and was a sideline for the owner, Bennie Coleman, while he was attending Mercer University. SDI computers was the computer repair business that was run by another Mercer graduate who became a business partner with Bennie for a short time. During this period they established a sideline business as an eBay consignment store that has since faded into the background and is more an outlet for computer parts than anything. After the business partner departed all 3 of the business were consolidated under one company, which is All Access Computers. Under this name, the business has been around for between 2 and 3 years, during which both the computer repair and web design components have continued to grow.

My Responsibilities

In my role as an Internet programmer my primary job was to assist Bennie with programming the various PHP and MySQL components for the various projects that the business was working on. In the beginning, this is exactly what my job was; however, as time progressed Bennie began to understand my abilities better and assigned different jobs. For instance, at first I was given

assignments that could more easily be described as sub jobs for Bennie's projects. I spent a good bit of time brushing up on my PHP and MySQL knowledge that was lacking because I had not learned very much about it during my courses at Mercer. However, many of these jobs, such as building a backend for publishing coupons with unique ID's to clients requesting them, ended up being canceled because Bennie decided to use a different method buying a program called Coupon Press that would solve the problem quicker and cheaper than having me hard code it. While it seemed that a good 4 weeks of my internship had been wasted, I later realized that those weeks were more of a preparation for my work to come. Following this my responsibility was to lean as much about Wordpress as possible as he had a project in mind for me that would be using it as backend. My projects for the internship ended up being two websites for one client, Dr. Charles Ross.

My first project, my main project, was designing a website for Dr. Ross's dental practice, which is the Family Dental Center of Macon. My second project was to make a web site for the business complex in which the practice was in, which also was the location that All Access Computers was located. The first project was scheduled to take between 5 and 7 weeks and the second project was scheduled to take between 2 and 3 weeks, which filled out the remainder of my internship.

Work Environment

Ideally, the work environment for the TCO internship is supposed to be corporate based in order to instill in the potential graduate the skills and expectations of the corporate world; however, my internship was at a small local company where there were only 3 full time employees, including myself, and only a handful of contractors that performed random jobs that the owner hired them for. Due to the small business environment, I was not able to focus my full attention on my primary job responsibilities. Some of my time everyday was always devoted to helping out Chester, the employee responsible for maintaining the front end computer repair section of the shop. This help included answering about half of the phone calls to the store as well as helping customers if Chester was busy. While this totaled only about 30 minutes to an hour every day, these interruptions seemed to constrict the time that I allotted to finish aspects of my projects as I was starting and stopping several times a day. My days always seemed to flash by and I never seemed to get as much done as I had intended.

When I was not helping with the front end of the business I was sitting in my own office with plenty of space to spread around. I had two desks and a large wall to put up my site designs and notes. The office was also situated far away from the front of the store so, unless I was needed to help out, my workspace was very quiet and I could easily concentrate on my work. The only thing that really wore on me was the constant staring at either PHP code or Photoshop on the computer and every 30 minutes or so I would stand up and walk around for a minute or two to

relax my eyes. Other than that, my work environment was comfortable and conducive to completing work on time. I have to say that my favorite part of my job was the hours. I worked from 11:00 AM to 7:00 PM, which was great because I am definitely not a morning person.

Projects Completed

During my internship I had 3 major projects that I had to deliver by the end of the twelve weeks. These projects were:

- Building a website for the Family Dental Center
- Building a website for the Mission Square Business Condominium Complex
- Creating an eBook for the Family Dental Center

Family Dental Center site

At first I thought that only having 3 major projects would be extremely easy to complete and would leave me with a large amount of time afterwards with nothing to do. Despite my experience with TCO 325 and 425, I ended up having to spend a lot more time than I had thought. The vast majority of my time on this project was spent on content development. Dr. Ross provided me with essentially no information for the website so I had to research what topics would be needed for it and then flesh all of these topics out myself. I spent several weeks, probably a month, gathering information, organizing it, and editing for the final product. The topics I had to cover included the services that the practice offered, which ranged from general dentistry to specialist topics in orthodontics and periodontics, proper oral care, which included proper techniques for brushing, flossing, and mouth rinsing, and a large number of dental diseases, which included common problems such as cavities to more rare problems such as periodontal (or gum) disease. In total there were roughly 35 pages that I had to create for the site and a large majority of them had a significant amount of content.

After developing the content, I thought that the largest part of the project was behind me. I thought this because Dr. Ross wanted to use Wordpress as the backend for his site to make it easy to manage after it was created. To accommodate him we ended up purchasing a theme for Wordpress because the amount of time needed to build a theme around Wordpress would cost significantly more to use than simply purchasing and customizing a theme would. Despite the fact that this was considerably more simple there was still a lot of work to put into the site before it was done. The first headache in dealing with the template was that I had to create a completely new set of images for the site to replace the stock ones that were simply there to give the buyer an idea of what to create. In total it probably took me at least a week to recreate all of the images and visuals for the site. After I still had a big problem, Wordpress was designed as a content

management system for bloggers. I had to recode the site to look like a professional website and lose all of its blog-like appearance. I ended up with at least 20 different major revisions of the code before I finally had the site working properly and looking how it needed to, and I was working at about 3 or 4 major revisions a day so I ended up spending at least a week on this aspect of the project.

Mission Square site

This website was significantly easier for me to create than the first one due to a number of reasons. First of all, I had already gained a lot of experience working with Wordpress and its themes through my first project and I generally knew where to look to fix problems. Second of all, this site was far simpler than the first one. For the Family Dental Center site I had to spend weeks developing the content for the site whereas for this one the content was minimal and would be gained mainly in one day. I scheduled a time with Dr. Ross that we could walk around the complex and take photos of the various vacant units that were available for rent. I took notes on the various options available, such as how some had newer air conditioning units, some had water fountains installed, and others had interior walls already installed. This was the vast majority of the content for the site as the sites primary purpose was to gather attention for the complex. I actually spent less than a week on this site, and most of that time was spent tweaking code to get the site looking as Dr. Ross wanted it. The final product was designed to resemble the color scheme of the complex.

eBook for the Dental Practice

This project's entire purpose was to help boost the search engine rankings of Dr. Ross' dental practice site. I spent the last week of my internship on this project and I felt that this was the easiest part of my internship. More than likely I felt this way because it was a review of all of the content that I had to research for the dental website. My first draft of this eBook ended up being 5 pages long, and because I am awaiting on Dr. Ross' approval of it I am considering it incomplete and will not be including it in my deliverables.

Analysis and Evaluation

In the following sections I will evaluate my performance based upon my revised learning objectives and then reflect upon my performance as an intern.

Increase knowledge of Adobe Creative Suite

I believe that this is the objective that I succeeded in completing the most. While a large portion of my internship ended up being more content development, once I reached the portion of my projects where I was thrown into Dreamweaver and Photoshop I realized just how much I did not know about these programs. While I believe that the multimedia courses that I have taken had helped me develop some competence in this area, I had to quickly teach myself the rest to avoid falling behind a tight schedule. Despite this, I feel that being thrown into that situation and having my only option be to dig myself was the best learning environment I have ever been in.

Learn about internet programming

For this objective, like the first one, I believe that most of my training for it occurred on the job. Most of my experience with internet programming had been with HTML and some javascript. For some of my later projects I also used some basic CSS scripting to design the feel of my site, but I had never spent a lot of time with PHP. After my internship I can now quickly figure out what needs to be changed in a program to achieve the desired effect. My most valuable training tool during the internship was going through other people's uncommented code and attempting to decipher what each part did.

Learn how to multitask in a small business environment

This is an objective that I added to my list after working at AAC for a few weeks. The front of the business is a computer repair shop and we do not have a secretary to answer phones and deal with customers. If Chester, the computer repair technician, needs my help answering phones and talking to customers I would have to put aside what I was doing and go assist him. Working here over the past 12 weeks has really helped me develop multitasking skills as I am often on the phone while still trying to work. Also, I seem to now be able to more easily dive right back into what I was working on after an interruption that I was before my internship.

Learn to set my own goals and deadlines

While I was given one solid deadline of having to finish all of my work by the end of the internship, I had to decide how much time I would have to spend on each phase of my projects in order to reach this ultimate goal. I also learned that I have to be flexible in my schedule, leaving several spare days in case an element of a project took longer than anticipated.

Classes that were the most useful to me

In this next section I will list the classes that I took at Mercer that were of the most help to me during the course of my internship.

Instructional Design

Despite the fact that this course is not really related to my internship, I feel that it was the one that most prepared me for the working world while at Mercer. During this course I had to create a project that was more time consuming and difficult than any other I had previously completed. This course also taught me that if I did not manage my time wisely work could quickly pile up and leave me with a deadline fast approaching.

Multimedia and Advanced Multimedia

These two courses were about the only two that I took at Mercer that had training in Photoshop and Dreamweaver included in them. While these courses only really introduced these topics, I feel that without this introduction I would have been lost and I doubt that I would have finished my projects on time.

Usability

Usability was my one class at Mercer where the sole focus was on the user experience when dealing with a website. Considering that all but one of my deliverables were a website I feel that this course was the most influential in making me try and get inside the head of the end user. This was the course where personas were first introduced to me and these were a valuable tool for deciding what kind of content to include. For instance, because of a persona I made of a person who was afraid of the dentist I decided to not include any images of drills or of teeth being worked on by the dentist.

Programming I and II

Without these two courses taken in the Computer Science department I would not have been able to make much sense of the PHP code that I was working on.

Recommendations

While I wish that I had gained more experience with programs in the Adobe Suite while attending school, I also realize that it is impossible for the multimedia classes to teach adept skills in all of today's popular programs. With that in mind, my only recommendation is that the Internet Programming course that is offered in the IST department be accepted as a TCO elective. While I do not believe that this course should be required, for students who intend to work in multimedia after graduation it would be a great help.

DR. CHARLES ROSS
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Family Dental Center Dr. Charles Ross

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ZOOM!

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Estimate Request Form

In order for us to provide an estimate, we need to know the details of the web site you have in mind. This form will guide you in providing the information we need and will serve as a Request For Proposal on which we will base our estimate.

Please type your answer after each question. Neatness, grammar and punctuation do *not* matter, but completeness definitely *does*! When you're done, save the document and send it as an attachment to sales@AllAccessWebDesign.com. We'll go over it and provide you with a proposal and estimate.

We realize that this will require some time and effort, but it's crucial to the estimating process. Thank you!

Contact Information

Your name and title:

Name of business or organization:

Your email address:

Best phone numbers for reaching you:

Company Information

Company name:

Company address:

Please describe your company or organization in a few sentences:

Family Dental practice Serving Middle

Other than you, who else will be involved in guiding this project to completion?

Your Computer

Is your computer a PC or a Macintosh?

What is your screen resolution? (To find out screen resolution, on a PC, right-click your desktop, choose the Settings tab.)

Browser: Internet Explorer, Firefox, Safari, or other?

AOL

What version is your browser? (To find out version, open browser, and in top menus, go to Help > About, and check the version number.)

Existing Web Site

If you have an existing web site, what is the URL?

What do you like about your current site?

In what ways is this site falling short? (What would you like to change, add or subtract?)

Purpose and Goals for Web Site

What are the purposes of this web site? Who is your target audience, and what will they be able to learn or do there?

Domain Names and Hosting

Do you have a domain name or names registered? What are they?

Like most web developers, we would always prefer to make hosting arrangements for sites we produce. Will that work for you, or do you have an existing commitment to a particular web host? If so, why?

Text and Graphic Content

Please make a list of planned site pages and/or groups of pages.

2

Do you have a company logo you're satisfied with and want to use? Please describe any other graphic images (photos, illustrations, etc) you already possess which would be included on the web site? What is the approximate total number of graphics?

1

Design Style and Branding

Have you tried to brand your organization in the past?

Is there a specific design style you wish to incorporate into the web site? If so, please describe it as well as you can.

1

Do you have any existing logos or themes the public already associates with your organization? If so, do you have a digital copy?

1

Is your market geared towards **Men** () **Women** () **Both** (✓)

What are the ages of your target market between _____ and _____
(example 18 to 25)

young families
a 11
50's

What is the nitche/competitive advantage behind your product or service?

Offer braces in a dental practice

Which of these terms do you think best fits your product or service: (can be more than one)

- Edgy (Avant Guard, plays with taboos):**
- Sophisticated (Minimalist):**
- Urban (Think graffiti art):**
- Folksy (Country music, cowboys, ect):**
- Fun:**
- Sexy:**
- Luxurious (Think Decadent, Paris Hilton parties, Over the top):**
- Cutting Edge (High Tech):**
- Mysterious: (Film noir, teaser ads):**
- Modernistic (Soft Lines, Rounded edges, Modern materials):**
- Professional (Bus 2 Bus, Direct to the Point-Minimalist):**
- Other:** _____

Will you be able to provide website content in a digital format?

✓

Please list some websites that you like and what you like about them:

- <http://adl.com>
- <http://>
- <http://>

Interactivity, E-commerce

Will the site need a form allowing site visitors to contact you for information?

yes

Will the site be selling anything? If so, please describe the type and number of products, and tell us as much as you can about how you'd like your shopping cart and checkout process to function.

general specials

Please tell us about any other interactive features you would like to incorporate.

Animation/Audio/Video

Do you plan to include animation, audio or video on your site? If so, please describe it.

Future Maintenance Options

We do not recommend that you work directly on your site using any other web design software.

However, we can provide what is known as a Content Management System, allowing you to add to and update much of the content of your site using your web browser. This adds significantly to the cost of producing your site, but can be ideal for some organizations. Are you interested in a Content Management System?

Another alternative is for us to maintain your web site, with fees based on time required. In some situations, this can be a cost-effective alternative. Are you interested in considering this type of maintenance?

Time Frame and Budget

What is your time frame for producing and launching the site?

Please give us a sense of your budget for the web site. If this is difficult, please at least provide a low and high figure.

Search Engine Placement

Are good rankings on search engines important for this web site? If so, please list the most important key words or key phrases which would be used to find you.

Are you interested in having us handling your online marketing to drive visitors to your site/store?

Accessibility

Are there any special requirements in regard to access for the disabled?

Other Considerations

Please tell us anything else we need to know about the planned web site

Lisa



"I like to shop a lot online. I spend a lot of time on eBay and on Amazon. The only think I dislike about shopping online is not having my item right when I pay for it."

"I spend a lot of my free time on facebook sharing photos of what I've been doing lately, even if it's just a random picture of me at the mall."

Typical Web Tasks

- Social networking
- Shopping
- Checking email
- Reading news on the go

She has recently begun to use her cell phone to browse the internet. She can stay in contact with all of her friends even while on the move.

- 26 years old
- Secretary at a legal firm
- Has moved around a lot
- Engaged, never had kids
- Earns about \$33,000/year
- Obsessed with appearance

Is very concerned about her smile, she feels it is one of her best features and understands the need for her to go to the dentist.

Has a very real fear of going to the dentist because of a bad experience as a child.

Enjoys reading on her new Kindle before going to bed on weeknights.

Is very physically fit, goes to the gym at least three times a week.

Mark



- ~~39~~ years old
- Bartender/Bar Manager
- Spent most of life in Macon
- Married
- 2 children, one in high school
- Makes about \$35,000 per year

Most concerned with using a dentist site to find useful information regarding keeping his children healthy.

If someone under him at work is not able to show up one day he refuses to accept e-mail as sufficient notice. The employee must at least call in to alert him, preferably several hours in advance.

Is partially color blind and often cannot distinguish reds from other colors. Also requires glasses for driving.

Likes to read during downtimes, of which there is little due to strange work hours and spending time with his kids and wife

Works full time and regularly sporting events

"I use the internet mainly for social networking sites like Facebook, I also check my email."

"When I do visit a site to find something, if I do not find it quickly I usually assume that it is not there and I will look somewhere else."

Typical Web Tasks

- Browses facebook.
- Checks email
- Looks up results for sports

Has recently started filing his taxes online.

While he likes the comfort of having a professional review his taxes, the time and money saved by doing it online is worthwhile.

Bob

CHARLES A. ROSS DMD P.C.

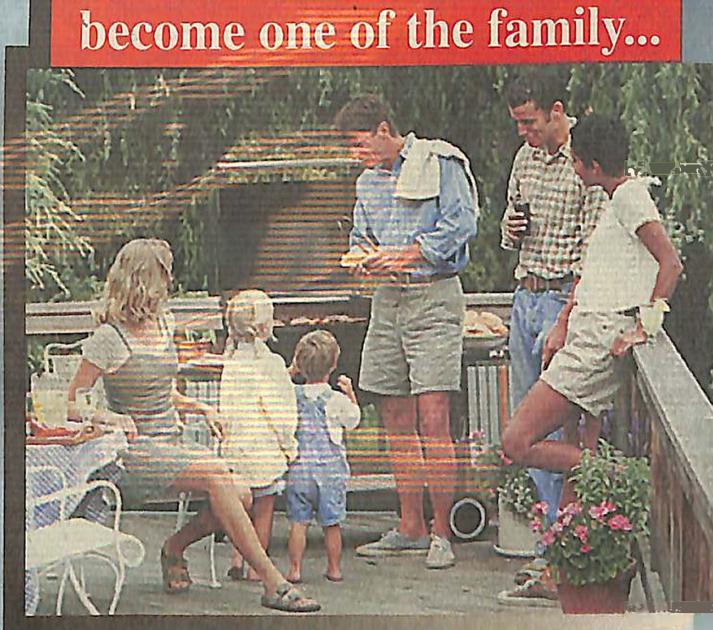
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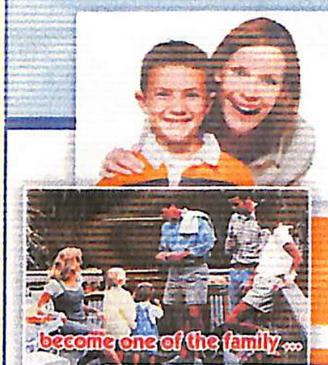
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5 most
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5 things people should ask

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Newsletter

Schedule time
Walk around, take
pictures and notes of
units

Google → Macon Dentistry

Competition
analysis

3 Keyword combinations

google
yahoo
bing

Meta data

what dentist offices are top 5 local & national
look at the sites

Initial

Macon Dental

www.macondental.com
www.wellness.com/dir/...
www.getfave.com/1532327
www.northsidefamilydentistry.com
www.inglesidedental.com

Macon Dentistry

www.northsidefamilydentistry.com
www.macondental.com
www.maconsmiles.com
www.inglesidedental.com
www.drjamescassidy.com

Macon Orthodontist

www.smilesbysmaha.com
local.yahoo.com/GA/Macon/...
www.locateadoc.com/doctors/orthodontics
www.lisenbyorthodontics.com
www.orthodonticcarega.com

Macon Orthodontics

www.locateadoc.com/doctors/orthodontics
local.yahoo.com/GA/Macon/...
www.smilesbysmaha.com
www.orthodonticcarega.com
www.lisenbyorthodontics.com

Macon Teeth Care

www.realpagessites.com/dentalcarecenter/
www.macondental.com
www.wellness.com/dir/...
www.magicyellow.com/category/...
www.inglesidedental.com

Macon Braces

www.columbiamissourian.com/...
www.orthodonticcarega.com
www.collinsbraces.com
www.smilesbysmaha.com
www.lisenbyorthodontics.com
www.locateadoc.com/doctors/orthodontics
www.drtbarryclower.com
www.inglesidedental.com
www.13wmaz.com Bibb County Braces for Tough Budget
www.revahealth.com/dentists/us/missouri/macon/braces

Macon Dentistry

www.northsidefamilydentistry.com
www.macondental.com
www.maconsmiles.com
www.inglesidedental.com
www.drjamescassidy.com
www.mixonfamilydentistry.com
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www.magicyellow.com/category/Dentists/Macon_GA.html
www.wellness.com/.../dentist/...
www.realpagessites.com/dentalcarecenter/

Macon Orthodontics

www.locateadoc.com/doctors/...
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www.smilesbysmaha.com
www.orthodonticcarega.com
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www.collinsbraces.com
www.wellness.com/dir/...
www.orthodontist-dentist.com/gamaconorthodontist.html
www.livestrong.com/business-macon-...
www.healthcare.com/profile/hector-bush/

Macon Dental

www.macondental.com
www.wellness.com/.../dentist/...
www.getfave.com/1532327-...
www.northsidefamilydentistry.com
www.inglesidedental.com
www.northmacondental.com
www.magicyellow.com/category/Dentists/Macon_GA.html
www.livestrong.com/business-macon-...
www.larrylandersdds.com
www.maconsmiles.com

Yahoo

Macon Dentistry

www.maconsmiles.com
www.northsidefamilydentistry.com
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www.locateadoc.com/doctors/dentistry/macon-ga.html
www.inglesidedental.com
www.drjamescassidy.com
www.drhowardbooth.com
www.emaconware.com
www.mixonfamilydentistry.com

Macon Orthodontics

www.locateadoc.com/doctors/dentistry/macon-ga.html
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www.lisenbyorthodontics.com
www.yellowpagecity.com/US/ga/Macon/Dentists
dentists.org/directory/search/.../orthodontics/georgia/macon
www.twaddleorthodontics.com/

Macon Dental

www.macondental.com
macon.com/2009/02/19/624932/free-dental-screening-today.html
www.maconncc.org/health-adult-dental.html
www.northmacondental.com/index.html
local.yahoo.com/info-65472908-macon-dental-jabs-macon
[local.yahoo.com/GA/Macon/...](http://local.yahoo.com/GA/Macon/)
Mapquest dental equipment
Mapquest dental hygienists
www.maconnns.org/health-dental.html
maconnews.com Macon County's dental clinic

Bing

Macon Dentistry

[local.yahoo.com/GA/Macon/...](http://local.yahoo.com/GA/Macon/)
www.northsidefamilydentistry.com
www.maconsmiles.com
www.northsidefamilydentistry.com/staff.php
www.locateadoc.com/doctors/cosmetic-dentistry/macon-ga.html
www.mixonfamilydentistry.com
www.insiderpages.com/s/GA/Macon/Dentists
www.locateadoc.com/doctors/orthodontics/macon-ga.html
www.larrylandersdds.com
www.wellness.com/dir/2154158/

Macon Orthodontics

www.lisenbyorthodontics.com
www.locateadoc.com/doctors/orthodontics/macon-ga.html
www.magicyellow.com/category/Orthodontics_Dentists/Macon_GA.html
www.smilesbysmaha.com
www.insiderpages.com/s/GA/Macon/Dentists
local.yahoo.com/info-43491256-lisenby-orthodontics-macon?...
www.insiderpages.com/doctors/Charles-R-Macon-DDS-Raleigh
www.wellness.com/dir/2154158/
www.ucomparehealthcare.com/dentist/georgia/orthodontics/Macon.html
newspaperads.macon.com Newspaper Dentistry

Macon Dental

www.macondental.com
www.macondental.com/OfficeHours.aspx
www.northmacondental.com
www.oglethorpedental.com
www.wellness.com/dir/2154158/
dentalinsurance.dentalplans.com/macon/index.html
dentalcarecentermacon.com
local.yahoo.com/GA/Macon/...
www.inglesidedental.com
www.yellowpages.com/macon-ga/dental-laboratories

Macon Dentistry

www.northsidefamilydentistry.com	3
www.macondental.com	1
www.maconsmiles.com	3
www.inglesidedental.com	2
www.drjamescassidy.com	2
www.mixonfamilydentistry.com	3
local.yahoo.com/GA/Macon/...	3
www.magicyellow.com/category/Dentists/Macon_GA.html	1
www.wellness.com/.../dentist/...	2
www.realpagessites.com/dentalcarecenter/	1

www.maconsmiles.com	
www.northsidefamilydentistry.com	
local.yahoo.com/GA/Macon/...	
www.macondentaloffice.com	1
www.locateadoc.com/doctors/dentistry/macon-ga.html	3
www.inglesidedental.com	
www.drjamescassidy.com	
www.drhowardbooth.com	1
www.emaconware.com	1
www.mixonfamilydentistry.com	

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www.northsidefamilydentistry.com	
www.maconsmiles.com	
www.northsidefamilydentistry.com/staff.php	
www.locateadoc.com/doctors/cosmetic-dentistry/macon-ga.html	
www.mixonfamilydentistry.com	
www.insiderpages.com/s/GA/Macon/Dentists	1
www.locateadoc.com/doctors/orthodontics/macon-ga.html	
www.larrylandersdds.com	1
www.wellness.com/dir/2154158/	

Macon Orthodontics

www.locateadoc.com/doctors/...	3
local.yahoo.com/GA/Macon/...	4
www.smilesbysmaha.com	2
www.orthodonticcarega.com	1
www.lisenbyorthodontics.com	3
www.collinsbraces.com	1
www.wellness.com/dir/...	2
www.orthodontist-dentist.com/gamaconorthodontist.html	1
www.livestrong.com/business-macon-...	1
www.healthcare.com/profile/hector-bush/	1

www.locateadoc.com/doctors/dentistry/macon-ga.html	
newspaperads.macon.com	2
ucomparehealthcare.com/dentist/...	2
dental.preferredconsumer.com/dentists	1
local.yahoo.com/info-43491256-lisenby-orthodontics-macon	
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www.lisenbyorthodontics.com	
www.yellowpagecity.com/US/ga/Macon/Dentists	1
dentists.org/directory/search/.../orthodontics/georgia/macon	1
www.twaddleorthodontics.com/	1

www.lisenbyorthodontics.com	
www.locateadoc.com/doctors/orthodontics/macon-ga.html	
www.magicyellow.com/category/Orthodontics_Dentists/Macon_GA.html	1
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www.insiderpages.com/s/GA/Macon/Dentists	
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www.ucomparehealthcare.com/dentist/georgia/orthodontics/Macon.html	
newspaperads.macon.com Newspaper Dentistry	1

Macon Dental

www.macondental.com	4
www.wellness.com/.../dentist/...	2
www.getfave.com/1532327-...	1
www.northsidefamilydentistry.com	1
www.inglesidedental.com	2
www.northmacondental.com	3
www.magicyellow.com/category/Dentists/Macon_GA.html	1
www.livestrong.com/business-macon-...	1
www.larrylandersdds.com	1
www.maconsmiles.com	1

www.macondental.com	
macon.com/2009/02/19/624932/free-dental-screening-today.html	1
www.maconncc.org/health-adult-dental.html	2
www.northmacondental.com/index.html	
local.yahoo.com/info-65472908-macon-dental-jabs-macon	3
local.yahoo.com/GA/Macon/...	
Mapquest dental equipment	2
Mapquest dental hygienists	
www.maconnns.org/health-dental.html	
maconnews.com Macon County's dental clinic	1

www.macondental.com	
www.macondental.com/OfficeHours.aspx	
www.northmacondental.com	
www.oglethorpedental.com	
www.wellness.com/dir/2154158/	
dentalinsurance.dentalplans.com/macon/index.html	1
dentalcarecentermacon.com	1
local.yahoo.com/GA/Macon/...	
www.inglesidedental.corp	
www.yellowpages.com/macon-ga/dental-laboratories	1

Totals

macondental.com	39
Northsidefamilydentistry	35
maconsmiles.com	27
inglesidedental.com	20
lisenbyorthodontics.com	20
northmacondental.com	20
Smilesbysmaha	15
Djamescassidy	10
orthodonticcarega.com	7
Mixonfamilydentistry	6
collinsbraces.com	5
larrylandersdds.com	2

Subject: **Topic:** Kevin Woodall
Day 1

Author:

KEVIN **Date:** June 28, 2010 6:14 PM
MICHAEL
WOODALL

Today was the first day of my internship and I have to admit I really enjoy the hours I work, which are 10:30AM - 7PM. I am not really a morning person anyways, so I feel that I will be far more productive with this sort of schedule than I would have been with a 8-5. The first thing I did at work was I sat down with Bennie Coleman, the owner of the business and my supervisor, to fill out paperwork. After the paperwork was filled out, Bennie grabbed a computer from a shelf and told me that it would be my work machine after I reformatted it and installed the software I needed.

After getting the computer set up (I ate lunch while doing so), Bennie called me into his office and sat me down at a table. We went over the company's current projects and discussed what I was most likely going to be doing over the next several months. We talked about the projects for a rather long time and the Bennie handed me my first assignment, which I have until next Friday to complete. My project is to design and develop a PHP/mySQL script for a website. This script's purpose is to deliver upon user request a Coupon with a unique primary key to prevent the coupon from being copied and used again. The script must store the coupons in a database. Also, there needs to be a backend (menu seen by website admins) for admins to add and edit coupons. I am looking forward to starting this project next week because it is unlike scripts that I have designed before and it will be challenging.

Subject: **Topic:** Kevin Woodall
Day 2

Author:

KEVIN **Date:** July 8, 2010 12:14 AM
MICHAEL
WOODALL

Today I arrived at work and Bennie handed me a book on Internet Programming. It is around 1,500 pages long and at first I was afraid he wanted me to go through the entire thing; however, he only asked that I brush up on topics that I was not very confident in before I started my project I had been assigned last Friday. As it turns out, the only topics I needed to focus on were reviewing PHP and MySQL as I had a firm grasp on pretty much everything else already.

While reviewing the material I was reminded of how weird PHP was. While the basics of the programming language are very similar to other object oriented languages such as Java and C++, there are some peculiarities that will take some time for me to adapt to. For instance to declare a variable in Java I would have to type `int variableName = 0`, but in PHP variables are declared when they are used so all I would have to type would be `$variableName = 0`. This may not seem like a big deal, but it can cause problems because if I misspell the variable that I am trying to call instead of creating an error PHP will just create a new variable named the misspelling.

So I got pretty engrossed in the book and was enjoying learning some new things I had not done before, such as how to create a script to accept a username and password, parse it to another script, and determine the validity of the combination, when I noticed that I only had another 30

minutes left at work. I had even forgotten to take a lunch break. Almost done with the book though, so tomorrow I should be able to finish it shortly and then begin my project.

Subject: Topic: Kevin Woodall

Day 3

Author:

KEVIN Date: July 8, 2010 12:14 AM
MICHAEL
WOODALL

At work there are two sections, the front deals with computer sales and repair, and the back deals with web design. Chester is the computer repair tech here and he knows so much about computers and repairing them that it amazes me, and I used to think I was very knowledgeable. Chester usually handles everything up front but when he is busy Bennie would give him a hand. Anyways, today Chester called in sick and Bennie and I had to try to get our own work done as well as handle the other side of the business. My intention on the way to work was for me to quickly finish up the book from yesterday and then start working out the algorithm for my project; however, because Chester was out, my day did not exactly go as planned.

Bennie was handling all of the time consuming and tedious repair work, which theoretically would leave me to handle phone calls and customers while at the same time doing my own work. The only problem with this plan was these phones seemed to never stop ringing and there was a rather large number of customers coming into the store. We sold four computers today when usually it is a great day when we sell two (the main part of that side of the business is computer repair). Ugh, one of these customers even came into the store claiming that a monitor we sold her had infected her computer with a virus. It took me 20 minutes to convince her that that was impossible as a monitor is an output device and has no storage capacity. I never realized how irritating Chester's job could be and I am now convinced that I never want to be in customer support after this day.

On the plus side I did at least get this book finished so with any luck Chester will be back tomorrow and I will be able to get started on my project.

Subject: Topic: Kevin Woodall

Day 4

Author:

KEVIN Date: July 8, 2010 12:15 AM
MICHAEL
WOODALL

Good news, Chester is back at work today so I can finally focus fully on my work. I spent most of the day working on the algorithm for my coupon project. This is the first comprehensive site that I have built using only PHP, so the going was rather slow. The first thing that I did was I grabbed some sticky notes and wrote out all of the pages that the site would have, with each page on a separate sticky note. Next I arranged them in a way that I could write on them the way they interacted with the other pages on the site. For instance, one page would have a login for the site backend and it would send the Admin from that page to the backend section. From here the Admin could manipulate the MySQL database accessed by other pages to retrieve coupon information. This layout really helped me determine what functions I was going to need to incorporate into the site. I got some feedback from Bennie about it and, though he made some

suggestions of functions to add, he approved of my method and the functions I came up with. These sticky notes are great.

Subject: Topic: Kevin Woodall

Day 5

Author:

KEVIN **Date:** July 8, 2010 12:16 AM
MICHAEL
WOODALL

Hmm, Today I got in to work and I could not find the sticky notes I made yesterday anywhere. I looked through the office for at least 30 minutes and I could not figure out what I had done with them. They had a lot of the work I had done yesterday and I had not yet put it into electronic form. I asked Bennie if he had seen them and he said no but some mornings he has someone come through and clean up the office a bit. I tore through the trash cans in the office and thankfully I found the sticky notes in one. That was almost an hour wasted today and Bennie said he would have a word with the cleaner so it will hopefully not happen again. I am kind of glad that this happened though. It taught me that I should always backup something if it is important, so from now on I will put anything that I need into electronic form as soon as possible.

It took me about an hour to get everything from yesterday into electronic form, so I am feeling a bit better about all that now. I have decided that I am going to build a small test database of coupons so that I will be able to have something to test my site against. I finished up at about closing time and Bennie announced that we had Friday and Monday off for the Fourth of July. Because of the holiday and the lost time from Chester being out I have until Wednesday to get my project done.

Subject: Topic: Kevin Woodall

Day 7

Author:

KEVIN **Date:** July 8, 2010 12:17 AM
MICHAEL
WOODALL

Today was thankfully uneventful. Nothing really out of the ordinary happened and I was able to go through my work in peace. There are a lot of tutorials in WordPress but I am able to skim through most of it. Still, it is slow going and it took me the rest of the day to get through the tutorials.

Subject: Topic: Kevin Woodall

Day 6

Author:

KEVIN **Date:** July 8, 2010 12:17 AM
MICHAEL
WOODALL

Today I got to work a bit late due to some road construction. I called ahead to let Bennie know about it though and everything was fine. I got to work and started writing the code for the site when I realized this whole time that I had been concentrating on the design work and ignoring

audience analysis completely. As this is a concept that was hammered into us at school I decided to pause what I was doing and concentrate on doing a brief audience analysis. After doing this I realized that there is no guarantee that the people who would be running the site would be very tech savvy, so I have made some basic design changes to the backend of the site so that the operation of the backend is better explained and the whole thing is more user friendly.

Meh, later on in the day Bennie came in with some 'interesting' news. There is apparently something called CouponPress, which is a plug-in for Wordpress, that does everything my project does and more for only \$50. As my project is only a small part of the whole site, it was decided to scrap my project and go with CouponPress. I am a bit irritated that my work will not be used, but I do not think that it was pointless. I learned a lot about PHP and how to design sites in the past week or so.

I also learned that the workplace is far from the stable environment of school where due dates are mostly static and you always know what is going on. So far I have had to cover someone else's job, find my lost work due to someone else throwing it out, and now my project has been canceled. This is going to be an interesting internship. Tomorrow I am to go through the Wordpress tutorials to get a grasp on how to use it as well as figure out how to use CouponPress.

Subject: Topic: Kevin Woodall

Days 7 &
8

Author:

KEVIN Date: July 14, 2010 5:10 PM
MICHAEL
WOODALL

These past two days have not really been all that exciting. Thursday the 8th I spent pretty much all day playing with word press and building a few fake sites with it to get the hang of how everything works together. According to Bennie we will mainly use it as a content management system, so most of its functionality will be invisible to the users of the site.

Friday I spent the majority of the day working with coupon press, which is just a plugin for word press and it was not too terribly difficult to figure out. Still do not really have a real project though, hopefully next week will be more promising.

Subject: Topic: Kevin Woodall

Day 9

Author:

KEVIN Date: July 14, 2010 5:14 PM
MICHAEL
WOODALL

Well, some good news at least. AAC is located in Mission Square, which is a large cherry blossom colored shopping center on Mercer Univ. Dr. The owner of the complex, Dr. Ross, runs his dental practice out of the complex as well as rents out other units. Close to closing time today Bennie informed me that Dr. Ross was going to want two websites, one for his dental practice and one for the complex. I am going to have to meet with him and convince him that I can do the job (though I was told that I was 90% likely to get the job as long as I don't screw up the

interview). I will have two projects to do now, the one for the dental practice is expected to take 5 - 7 weeks and the one for the complex is expected to take 2 - 4 weeks.

Subject:

Days 10 - **Topic:** Kevin Woodall

12

Author:

KEVIN **Date:** July 21, 2010 3:37 PM
MICHAEL
WOODALL

Well, Dr. Ross is not able to meet until this Friday the 16th, so I have until then to get everything together. On Tuesday Bennie showed me how to do what he calls a competitor analysis. Basically, I was to gather together every way that I could think of to say Macon Dentistry and then plug them into Google. The idea is to get an idea of who are the top competitors on the internet for these keywords. After I tried a bunch of different keywords, I chose the three that returned the most local dentist results and also searched these keywords on yahoo and Bing (formerly MSN). From this, I compiled a list of Macon dental offices that were consistently in the top results. I then looked at all of the meta data, which is the data that search engines search and includes the websites keywords, of the top sites to get an idea of why they are the top results. While this does not sound like it would be too difficult or time consuming, it took me all of Tuesday to do.

On Wednesday I spent the whole day working up some design concepts for the sites. I was not too sure where to start for the Dental practice before talking to Dr. Ross, but I did get somewhere with the Mission Square website. I am trying to incorporate the colors, which are cherry blossom pink and a dark green, as well as the architecture of the complex into the site. On Thursday I met with Bennie and he went over what was going to happen in the interview. He gave me a 6 page packet of information that I needed to get from Dr. Ross about what he wants from his website. Bennie is going to be in the room when I talk to Dr. Ross because it is my first time talking with a client, but he is not going to speak unless he feels it is necessary.

Subject: Topic: Kevin Woodall

Day 13

Author:

KEVIN **Date:** July 29, 2010 5:51 PM
MICHAEL
WOODALL

Today, Friday, I had my meeting with Dr. Ross. The meeting lasted for about 2 hours (significantly longer than I was expecting), and I conducted it for about three quarters of the time. I think that my time spent interviewing a manager was part of the reason that I was confident during the meeting, but I feel that the major reason for my confidence is the fact that I was prepared for it. Bennie had coached me about what was going to happen in the meeting and I had a series of questions that I was going to need to obtain answers to. For example, I asked for basic contact information (not really necessary as I already had this and I work next door to him, but Bennie still wanted me to ask all questions that I would normally have to ask), company information such as how he would describe his company in a few sentences, and also information about his computer to make it easier for me to design the backend of the site to suit him. I also

gathered information about his purpose and goals for the web site, what text and graphic content he wanted and needed, whether or not he has a design style or branding in mind (he did, he wanted it to be similar to his yellow pages ad), as well as the time frame and budget for the site. I covered all of this information for both web sites, which took a significant amount of time, and then Bennie took over to explain how we are going to market his website to make it high in the search engine results. I was told that I did a good job conducting the meeting and I also felt that it went well.

Subject:

Days 14 - **Topic:** Kevin Woodall

18

Author:

KEVIN **Date:** August 5, 2010 11:31 AM
MICHAEL
WOODALL

On Wednesday and Thursday, days 14 and 15, I spent most of my time researching other local and national dental websites. I was looking for what sort of content they put up on their websites. I found a lot of things in common with the majority of them, but they all seemed to differ on what type of medical information they offered. Some websites only discussed the practice itself, how to contact them, and what sort of financial services they provided and accepted. Another website, a Macon practice, had a basic website plus over 60 pages of medical content explaining their services, proper tooth care, and common dental problems in depth. I read quite a bit of this site because I was curious why they thought it was necessary and I needed to familiarize myself with the content. When I finished researching I had a fairly solid list of pages that normally occurred on a dentist's website.

For the rest of the week I spent time working up personas of the people that might be interested in going to a dentist's website. The purpose of doing this was to try and get into the heads of the users of the site so that I could design the content to fulfill their needs and have a successful website. I used the model that I was given in the Writing for the Web class to build these personas and I ended up with 5 of them. From these I have decided upon the pages that I will need for the site, which I believe will be effective.

Subject: **Topic:** Kevin Woodall

Day 19

Author:

KEVIN **Date:** August 5, 2010 11:32 AM
MICHAEL
WOODALL

Well, this whole week is going to be interesting as Bennie is in Nevada at some conference for the entire week, so there is only Chester and me in the store so I do not know how much work I will be getting done. Today, Monday, I tried to spend most of the day working up some designs for the website as I have already decided upon the content for it. I say tried because I was having to help Chester answer phones and if he stepped out to do a service call I had to watch the store, something Bennie usually did. I did get some work done on the designs, but I am going to have to make several of them because Dr. Ross has to approve of the design before I can build it.

Subject: **Topic:** Kevin Woodall

Day 20

Author:

KEVIN **Date:** August 5, 2010 11:32 AM
MICHAEL
WOODALL

I set up my laptop at work so that I could use Dreamweaver, which I do not have on my work computer, and then I find that my Adobe Suite had been deactivated somehow. After trying to get it to reactivate for 30 minutes I ended up calling customer support to try and get them to deactivate all copies of it elsewhere so that I could reactivate it on my laptop. I needed proof that it belonged to me, and luckily I had the original software in my trunk from when I moved out of my apartment. It took a few hours, but I am up and running now. I spent the rest of the day working on designs for the site.

Subject: **Topic:** Kevin Woodall

Days 21 -

23

Author:

KEVIN **Date:** August 5, 2010 11:32 AM
MICHAEL
WOODALL

It was actually fairly quiet for the next three days so I got quite a bit of work done, though it was slow going through some of the coding and I think it would have been easier had Bennie been here to quickly answer my questions rather than me having to figure it out all on my own. Despite that, I think that I learned more because I had to find the answers myself. I will not be able to meet with Dr. Ross until Bennie comes back, so, now that I have finished some basic designs, I decided to work on building some of the php elements of the site. I am doing this before building the site because this code will not change no matter what the site looks like. I am building a form for users to submit questions to the practice, a signup page for the newsletter that Dr. Ross will have (it adds the user to an autoresponse list that will send out a series of emails over a course of time. This is being added to the site to improve its search engine standings).

Subject:

Days 24 -

25, **Topic:** Kevin Woodall

August 02

- 03,

2010

Author:

KEVIN **Date:** September 24, 2010 5:20 AM
MICHAEL
WOODALL

Monday, I am going to work on developing the content for Dr. Ross' site. A few weeks ago I created a list of pages that are generally on a dentist's website and the ones that I am going to tackle first are the ones that deal with oral health problems and proper tooth care. In total there are 16 pages for these sections and at first I felt that I was going to be able to knock them out

quickly. However, as I worked along I was quickly disillusioned of this notion. I had thought that from my previous research that I was prepared to quickly search out the information that I needed and then rewrite it for my own purposes. What actually ended up happening was I realized that I needed to be come somewhat of a subject matter expert on all of these pages in order to guarantee the accuracy and usability of my work. With some sources providing conflicting information with others, I realized that this was going to be a long task. Today I managed to crank out about two and a half of the pages, it looks like it is going to be a long week.

Tuesday, I got into work at about 10:30 and settled in to my task. I honestly think that contend development is going to be the most difficult part of the design process, but I will just have to push on through it. It is too bad that Dr. Ross doesn't have any information on these topics in pamphlet form because that would make this process much quicker. If I had that I could just credit him as the source and not have to spend hours cross referencing information to make sure that it is accurate. The one good thing I can say about this work is that I am able to get into it fairly easy and the days seem to be moving along very quickly and quitting time was here very quickly. So far I have 5 complete pages written.

Subject:

Days 26 -
27, **Topic:** Kevin Woodall
August 04
- 06,
2010

Author:

KEVIN **Date:** September 24, 2010 5:20 AM
MICHAEL
WOODALL

Both Wednesday and Thursday were more of the same from earlier in the week. These topics seem to be bluring all together in my head because the depth that I am reading into them just to extract the relatively small amount that I need makes everything run together. Fortunately, I seem to be picking up some speed working at this and I managed to finish up 3 pages on Wednesday and 4 on Thursday. Right now I have 12 of the 16 pages completed and with any luck I will be finishing up on Friday.

Subject:

Day 28, **Topic:** Kevin Woodall
August
07, 2010

Author:

KEVIN **Date:** September 24, 2010 5:21 AM
MICHAEL
WOODALL

I'd like to remove the ringer from the phone in my office. It seemed to ring almost all day long. In a one ten minute period it seemed that Chester and I answered the phone four times each. Thankfully there was not a surplus of customers in the store today or I do not think I would have gotten anything done. Despite all of the chaos today I was still able to get a good bit of work finished. I am hoping that next week I will be able to get a lot more work done than this week because I always seem to not have enough time in the day to finish what I need to. I have

already been on this project for three weeks and I only have four more to go and I still have not gotten to the web design component of it. Oh, and to top things off, as I said I don't seem to be getting enough done and I only finished two pages today.

Subject:

Day 29, **Topic:** Kevin Woodall

August

10, 2010

Author:

KEVIN **Date:** September 24, 2010 5:21 AM
MICHAEL
WOODALL

In what seems like a complete reverse of last Friday the store was almost completely dead today. I was able to relatively quickly finish up the last of the content for the oral health topics and now just need to have it reviewed by Dr. Ross. Unfortunately, that probably will not happen until this Friday as he is usually busy during the week. I took the time today to go over with Bennie the work I had done while he was in Nevada. It seems that I had forgotten that the website was going to be using Wordpress as a content management system, so a lot of the php work I had done was a waste of time as either there was a plugin for Wordpress that would do the same thing or the code would have to be written differently to be compatible with it. The good news is that it looks like my time might not be running out as much as I had thought it was because of Wordpress, so I am relaxing a little bit about that now.

Subject:

Days 30 -
33, **Topic:** Kevin Woodall

August 11

- 14,

2010

Author:

KEVIN **Date:** September 24, 2010 5:21 AM
MICHAEL
WOODALL

I had met briefly with Dr. Ross last night, Monday, after his practice closed to ask him about exactly what services he offered so that I could begin to develop that content for the site. Its looking like I have another 11 pages to create, so I expect to be done with them sometime next week. I spent the rest of the week working on building the content for these pages. There isn't too much to say about the rest of this week, I finished up 9 of the service pages' content by Friday and had a site visit with Dr. Grady scheduled for Monday, the 17th. Because of that, I'll admit I spent a little bit of time on Friday clearing up my office just a bit as I tend to let my work clutter around me where I can always lay my hands upon it quickly. On a side note, I am learning that this practice is not very effective as I often lose something for a period of time whereas if I had kept it in a folder I would know exactly where it is. I am tending to do this with the computer as well, I'll save things wherever the program defaults to on a number of occasions. Hopefully I can break these practices.

Subject:

Day 34,

August

16, 2010

Author:

KEVIN **Date:** September 24, 2010 5:22 AM
MICHAEL
WOODALL

Well, today is the day Dr. Grady came for her site visit. Everything seemed to go okay, apparently the office I work in used to be where her chiropractor was based out of. In fact, my workstation is actually the old reception area. We talked about everything that I was working on and we went over my personas that I had created and how they had helped me in my creation process, mainly that I had decided to keep out any pictures that might be considered graphic in consideration to any users who are nervous about the dentist. After her chat with me she spoke with Bennie for a while about my progress while working for him. The rest of the day was very busy at the store and I spent most of it up front dealing with customers. I really did not get any more work done on the site today.

Subject:

Days 35 -
36, **Topic:** Kevin Woodall
August
17- 18,
2010

Author:

KEVIN **Date:** September 24, 2010 5:22 AM
MICHAEL
WOODALL

The next two days I finished up my work for the content and sent that over to Dr. Ross for approval. On Wednesday I was surprised to hear from him telling me what he thought of my work and what I should change to make it more accurate. In all there were not too many revisions and they were very specific so I was able to finish off all of them by the end of Wednesday.

Subject:

Days 37 -
38, **Topic:** Kevin Woodall
August 19
- 20,
2010

Author:

KEVIN **Date:** September 24, 2010 5:23 AM
MICHAEL
WOODALL

On Thursday I had a scheduled meeting with Bennie to go over everything that I had done so far. We met up at about noon and I had spent the beginning of the day gathering up everything that I was going to need for the meeting. We ended up talking for the better part of two hours, about half of that going over what I had done and the rest covering what I needed to still do. The biggest part of that was the addition of a new project, or perhaps a sub-project to one of the current sites that I am working on. I am going to be creating an eBook entitled "Top Ten Questions to Ask When Looking for a New Dentist". With Dr. Ross' help, I am going to have to come up with these questions and build answers to them. The purpose of this eBook is to assist

in Bennie's marketing plan designed to push Dr. Ross' site to the top of search engine results. On Friday I met briefly with Dr. Ross and he gave me an ad that he had in the Yellowbook with a design that he liked and would prefer the site to look like. Mostly what I took from this was the color scheme and general layout for the site.

Subject:

Days 39 -
40, **Topic:** Kevin Woodall
August 23
- 24,
2010

Author:

KEVIN **Date:** September 24, 2010 5:23 AM
MICHAEL
WOODALL

With all of my content more or less finished, now, after about a month of working on the site, I am finally going to get to work on the design of the site. Day 39, Monday, I spent a good bit of the day working with Bennie to get the ftp site set up and working and getting Wordpress installed on it. Because building a custom them for Wordpress is very complicated, much more complicated than building my own php site, I was told to find a theme to buy for the site that matched what Dr. Ross wanted. I spent the rest of Monday doing this. Surprisingly, there were only a small handful of themes out there that looked like they would work. I ended up buying one that fit Dr. Ross' wishes almost exactly though, so everything turned out alright. At the end of Monday I left thinking that the rest of this site was going to be a breeze.

On Tuesday I spent a good bit of the day creating pages in Wordpress and putting all the content that I had developed onto the Web. The store was very busy again this day so I only got most of the pages uploaded, I still had about 8 of the 27 pages left to finish.

Subject:

Days 41 - **Topic:** Kevin Woodall
42,
August 25
- 26,
2010

Author:

KEVIN **Date:** September 24, 2010 5:23 AM
MICHAEL
WOODALL

On Wednesday I finished uploading all of the content to the site and asked Dr. Ross to take a look at it and also send me a short biography on himself as well as a brief history of his practice and his workers. For the rest of the day I worked on finishing up the other pages that needed to be built, such as the contact us page. On Thursday I realized that I was going to be spending a bit more time fixing up the site than I had originally thought. First of all, the theme was just a theme, all of the images had to be remade to reflect the content on the website rather than the demo that they actually represented. It had been a long time since I had done any graphic design so I had to relearn Photoshop today as well. The first picture I tacked was the logo in the top left corner of the site. The logo was just two lines of text and, as Dr. Ross did not have any

graphical logo of his own, I decided to go with this theme and create a logo that read Dr. Charles Ross on the top and Family Dental Center on the bottom. I also kept their color scheme which was an off white for the top section and a light green for the bottom section. This was a relatively easy task, all I had to do was create two lines of text on an otherwise transparent background.

The next image I worked on was the header banner for the main page. This banner was rather large and push down a lot of the content on the site, but that is okay because it is only on the main page and the main page does not really have any content that is particularly important. I had some trouble with this image though. I needed to find a picture of some people for the right side of the banner, in order for it to conform to Dr. Ross' wishes, and I could not use anything that was not public domain. Because of this I ended up looking for a photo on istock.com and bought a picture for the site. After looking through a lot of options I ended up choosing one of a family of four to reflect the name of the business, which is Family Dental Center. After this, though, I ran out of time and had to put off the rest of the work until Friday.

Subject: **Topic:** Kevin Woodall

Day 43,
August
27, 2010

Author:

KEVIN Date: September 24, 2010 5:24 AM
MICHAEL
WOODALL

Today I came in and began to work on the banner again. Even though I had my main image for the final product, there was still a lot of work to be done. Bennie was out for most of the day in a meeting with a potential client, so I was left to my own knowledge, and of course Google, to figure out how to get these images right. It was not until I put my new image over the old banner until I realized that the background of the banner was not white as I had thought but was really a very faint gradient of a light blue on the left fading to a white on the right. I created a new file to try and reproduce this effect but soon realized that I didn't know what to do. I saw how to create a gradient layer easily enough, but Photoshop only let me choose one color and the other one was always transparent. I attempted to take a shortcut and removed the white background of the image I had chosen (thankfully I remembered how to do that easily enough) and simply paste it over the demo banner. I quickly realized that this wasn't going to work due to a number of reasons and went back to my attempt to recreate the gradient. After about 45 minutes of frustration I finally realized how stupid I had been and simply created a solid white layer under the gradient, which created the effect that I needed. The rest of the banner was easy enough to finish, I simply tried to stick to the design of the ad that Dr. Ross had given me and everything seemed to finish nicely. The last of the graphics that I needed to finish were three large buttons that led to main parts of the site and would be under the banner on the home page only. These were simple enough to do and I finished all but one by the end of the day.

Subject:

Days 44 -
45,

August 30
- 31,
2010

Author:

KEVIN Date: September 24, 2010 5:24 AM
MICHAEL
WOODALL

On Monday I quickly finished up the last image and then realized that the entire site looked like a Wordpress blog site. The main page was a blog and there were all of these Wordpress widgets on the sidebars. Also, the main horizontal menu across the top of the page only displayed one page on it. There was still a lot of work to be done. I went into the Wordpress settings and managed to change the blog page to something else easily enough, but I could not find any option anywhere to remove the widgets from the sidebars. By the end of the day I realized that they were embedded into the php files of the theme and I would have to comb through a large number of data to remove them. On Tuesday I managed to remove the widgets by midway through my workday. They had been embedded into one of the php files and it took some work for me to figure out what I needed to do to remove them. At first I attempted to just delete most of the php code in the file; however, this seemed to break the Wordpress theme and everything was displayed in the wrong place. Eventually I figured out what I needed to remove to make it work. Tuesday I also figured out how to disable comments on all of the pages except for the blog page. After that the page really started to look more professional... except for the glaring problem with the navigation bar.

Subject:

Days 46 -
47, Topic: Kevin Woodall
September
01 - 02,
2010

Author:

KEVIN Date: September 24, 2010 5:24 AM
MICHAEL
WOODALL

On Wednesday I spent most of the day digging through the code, looking for the problem with the navigation bar. It took me a while to actually find the right file that I needed to be looking through, which ended up being the header.php file. Towards the top of the code I found the main menu div class, but all of the code was calling Wordpress functions that were proprietary to Wordpress, so I had to go to Wordpress' codex to figure out what everything did. It took me the rest of the day but I finally managed to get the right links displaying. Despite the fact that I had the links listed, the new problem was that they were all in alphabetical order, which was a problem because I wanted the Home link first rather than in the middle plus I wanted the more important links closer to the front. I finally found a fix for this by downloading a plugin that allowed me to order the pages anyway I wanted. On Thursday I noticed another problem on the site. The logo that I had made seemed distorted. In order to fix this, I remade the logo 3 different times trying different fonts, looking for one that would fix the problem. After all three attempts failed I figured that the problem had to be with the code. I finally ended up looking at the styles.css file, which declares how the page looks and fits together. In here I played with the logo's settings many times but could never come up with a solution to the problem. As the logo was just text based I ended up simply deleting the image and replacing it with two lines of text,

though I had to get Bennie's help to figure out how to recode the CSS to work with it. Today I also finished up the newsletter page. With time catching up to me I found a plugin that would collect user data and add them to a newsletter mailing list. I chose the one that I did because it allowed for an option for the mailing server to send an email confirmation to verify the user's email address.

Subject:

Day 48, **Topic:** Kevin Woodall
September
03, 2010

Author:

KEVIN **Date:** September 24, 2010 5:25 AM
MICHAEL
WOODALL

Today I woke up in the middle of the night and spend all of the morning getting sick, so I didn't go to work today.

Subject:

Day 49, **Topic:** Kevin Woodall
September
06, 2010

Author:

KEVIN **Date:** September 24, 2010 5:25 AM
MICHAEL
WOODALL

Today I worked with Bennie making minor tweaks to the sites settings, content, layout and images. All of this took the rest of the day. The site is now up and is only awaiting Dr. Ross to write his first blog post and for me to get the eBook finished.

Subject:

Day 50, **Topic:** Kevin Woodall
September
07, 2010

Author:

KEVIN **Date:** September 24, 2010 5:26 AM
MICHAEL
WOODALL

Only two more weeks left in the internship and I still have two projects to complete. One is the website for the business complex, Mission Square, and the other is the eBook for Dr. Ross' site. Today I am going to start by finding a template for the complex website. I am looking for something very basic because this site is going to only be a handful of pages. I set up a time tomorrow night after his practice closes to go around and take pictures of his available units. I found a theme that fit what I needed perfectly, and one of the main colors was close to the cherry blossom pink that I was going to use (the main colors of the complex are cherry blossom pink and a dark green). I quickly edited the look of the site, changing the background to a darker blue and changing the navigation heading bars to a dark green to mimic the complex better. Next I scanned a photo of a design concept of the complex that was drawn out back before it

was constructed in the late 1980's. I used this to replace the banner image that came with the theme. This was pretty much it for the rest of the day.

Subject:

Days 51 - **Topic:** Kevin Woodall
52,
September
08 - 09,
2010

Author:

KEVIN **Date:** September 24, 2010 5:26 AM
MICHAEL
WOODALL

On Tuesday I came into work and put up all of the content that I could for the site; however, I was still missing the photos that I was supposed to take that night so I could not complete the job. There was not much content to put up, all that is required for this site is a homepage, an about page, an available units page, and a contact us page. At the end of the day I met with Dr. Ross like I had planned and took the pictures of the complex. Wednesday I edited the pictures and uploaded them to the server. The rest of the day was spent performing minor tweaks to the site but for the most part I was done with it and it met with Bennie's and Dr. Ross' approval.

Subject: **Topic:** Kevin Woodall

Day 52,
September
10, 2010

Author:

KEVIN **Date:** September 24, 2010 5:26 AM
MICHAEL
WOODALL

On Thursday I began work on the eBook for the first website. I spent a good bit of time researching the questions that should be asked of a dentist when deciding upon one and came up with one conclusion: There was not going to be enough content to make much out of this book. Most of the questions could be answered very simply and it would make no sense to try and flesh out the answer. I talked to Bennie about it and we agreed that I would make another 5 - 10 questions to put after the first 10 and these would be things people should know but don't about dental care. After researching what these next 10 questions would be I felt confident that I would have an eBook worth producing. The only thing that remained was to get Dr. Ross' approval of the list of questions I had produced.

Subject:

Day 53,
September
13, 2010

Author: **Date:** September 24, 2010 5:27 AM
KEVIN

MICHAEL
WOODALL

Today I was sick again, hoping that this won't become a habit, twice in just as number of weeks is a bit ridiculous.

Subject:

Days 54 - **Topic:** Kevin Woodall
57,
September
14 - 17,
2010

Author:

KEVIN **Date:** September 24, 2010 5:27 AM
MICHAEL
WOODALL

I spent the remainder of the week working on producing the content for the eBook with Bennie. I finally finished the first draft on Friday and got Bennie's approval on it before we sent it off to Dr. Ross. Now all I am waiting on is his approval of it. If he approves it then I will be able to use it on my presentation. Today is the last day of work. The good news is that it is okay if Dr. Ross does not approve of the first draft of the book because Bennie is hiring me full time. Come next week I will be back at the store working away. I think that this internship has been a great learning experience. It has taught me more about meeting deadlines than school ever has; though it has also taught me that I should never get too comfortable as my current project could be scrapped and leave me hanging until something new is needed doing.