11

SENIOR HIGH SCHOOL

DEPARTMENT OF EDUCATION
SCHOOLS DIVISION OF NEGROS ORIENTAL
REGION VII
Kagawasan Ave., Daro, Dumaguete City, Negros Oriental

Empowerment Technologies

Quarter 3 – Module 8:
BASIC WEB PAGE CREATION

ALTERNATIVE DELIVERY MODE
ADM

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Media and Information Literacy – Senior High School
Alternative Delivery Mode
Quarter 3 – Module 8: Basic Web Page Creation
Second Edition, 2021

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Introductory Message

This Self-Learning Module (SLM) is prepared so that you, our dear learners, can continue your studies and learn while at home. Activities, questions, directions, exercises, and discussions are carefully stated for you to understand each lesson.

Each SLM is composed of different parts. Each part shall guide you step-by-step as you discover and understand the lesson prepared for you.

Pre-tests are provided to measure your prior knowledge on lessons in each SLM. This will tell you if you need to proceed on completing this module or if you need to ask your facilitator or your teacher's assistance for better understanding of the lesson. At the end of each module, you need to answer the post-test to self-check your learning. Answer keys are provided for each activity and test. We trust that you will be honest in using these.

In addition to the material in the main text, Notes to the Teacher are also provided to our facilitators and parents for strategies and reminders on how they can best help you on your home-based learning.

Please use this module with care. Do not put unnecessary marks on any part of this SLM. Use a separate sheet of paper in answering the exercises and tests. And read the instructions carefully before performing each task.

If you have any questions in using this SLM or any difficulty in answering the tasks in this module, do not hesitate to consult your teacher or facilitator.

Thank you

What I Need to Know

This module was designed and written with you in mind. It is here to help you master the context of Empowerment Technologies. It contains varied activities that can help you as a Senior High School student to succeed in environments that require the use of computer and the Internet.

The module contains lesson in Basic Web Page Creation

Happy learning!

Content Standard:

- The learners demonstrate an understanding of: apply the principles and techniques of design using online creation tools, platforms, and applications to develop ICT content for specific professional tracks.

Performance Standard:

- The learners shall be able to: independently apply the principles and techniques of design using online creation tools, platforms, and applications to create original or derivative ICT content for use in specific professional tracks.

MOST ESSENTIAL LEARNING COMPETENCIES (MELC):

- Apply web design principles and elements using online creation tools, platforms, and applications to communicate a message for specific purpose in specific professional tracks. **CS_ICT11/12-ICTPT-lg-h-10**

After going through this module, you are expected to:

1. Create a web page using Microsoft Word
2. Create your own website using a free host; and
3. Design, edit, and insert elements for their website.

What I Know

A. True or False: Write T if the statement is correct otherwise, write F on your notebook or worksheet.

1. The home page is the first page of your website.
2. You can insert YouTube videos in your weebly website.
3. WYSIWYG stands for What You Sense Is What You Get.
4. Aside from Microsoft Word, you can use Microsoft Excel to produce webpage.
5. Weebly is the bst builder for small business sites and portfolios.
6. Weebly has a free plan which you can stay on for as you like.
7. If you want to delete a larger section such as a background, simply click on the area you want to remove.
8. Weebly has a single choice of mobile responsive themes, for industry.
9. Using weebly, you can customize you them even more by changing the background.
10. Adding elements in weebly is the same process for each page.

B. Matching Type: Match Column A with Column B.

Column A	Column B
1. Weebly	A. stands for Hypertext Markup Language
2. HTML	B. an editor that allows you to create and design web pages without any coding knowledge.
3. WISIWYG	C. a free website provider with a WYSIWYG editor.
4. CSS	D. the top most label of a website
5. Heading	E. stands for Cascading Style Sheets
6. Photo Gallery	F. a feature that maximizes the search engine optimization feature so visitors can easily locate your website.
7. Template	G. A page that contains photos
8. *Search Engine Optimization (SEO)*	H. A ready-made design for a website
9. Adding Element	I. The main page of a website
10. Home page content	J. This is where you add the fun stuff, like text, videos, buttons, and more anywhere you like.

III. Rearrange the following steps in chronological order by numbering them from 1 to the last number of the steps. Write **X** if the step does not belong.

How to Make a Weebly Website

____ a. Add apps to boost your website
____ b. Choose your domain name
____ c. Sign up and start building for free
____ d. Select a theme to suit your needs
____ e. Improve and grow your site
____ f. Publish
____ g. Build your Weebly website using the Elements Bar
____ h. Choose a price plan
____ i. Create a Site Map
____ j. Add an online store

ICT Basic Web Page Creation

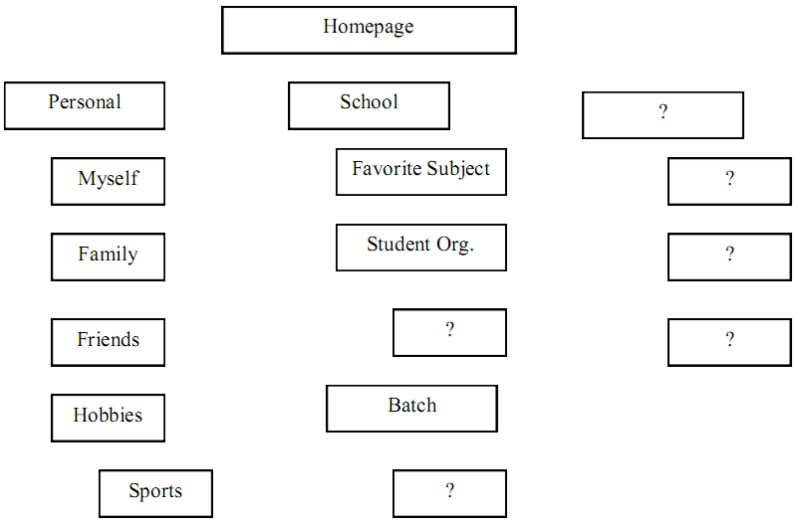
What's In

Planning is important in building a webpage or a website. There are seven (7) steps in the website development: (1) Identify a Web Project; (2) Developing site contents; (3) Determining your audience; (4) Designing the site and navigation; (5) Developing Web-media elements; (6) Constructing a website and webpages; (7) Deploying a website on the World Wide Web (publishing).

After identifying a web project, you need to create a Site Map of your website, it will be a great help for both the designer and the audience in many ways.

What's New

Activity 1: Navigation. Complete the following Site Map of a Personal Website.



What is It

BASIC WEB PAGE CREATION

How basic is basic? Imagine of our ancestors do fishing. They used fishing rod or spear to catch fish. Today, huge companies rule the fishing in the stray with their huge fishing vessels with huge nets to catch by the truckload. Unfortunately, those fishing vessels are not affordable so we will still be using our fishing rod or spear.

However, that is not the case in web page creation. First of all, the Internet is free. Secondly, it is of free courtesy of many website providers that provide basic functionalities for our website to function. Back in the day, you actually have to learn HTML (Hypertext Markup Language) and CSS (Cascading Style Sheets) to be able to create a decent website. Today, we use WYSIWYG editor.

WYSIWYG

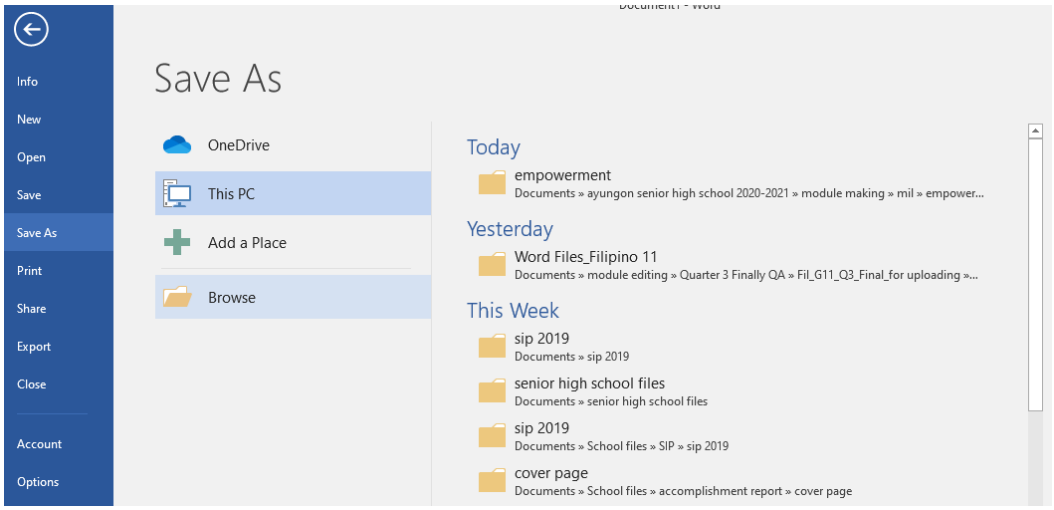
WYSIWYG is the acronym for What We See Is What You Get. This means that whatever you type, insert, draw, place, rearrange, and everything you do on a page is what the audience were see. Like using the Microsoft Word, WYSIWYG shows and prints whatever you type on the screen.

Other Ways to Create a Website

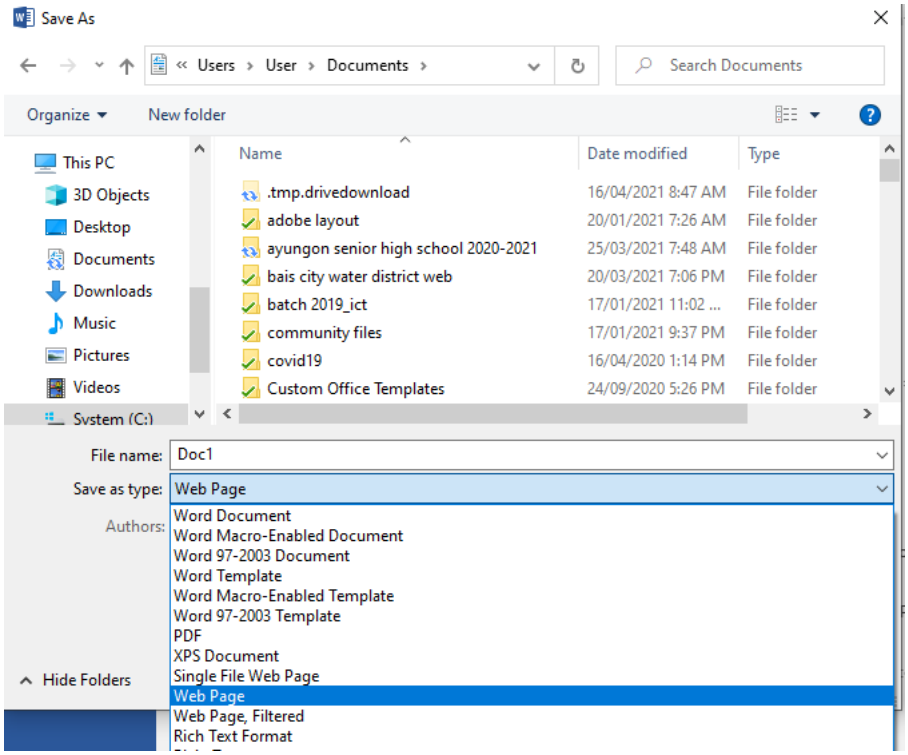
As mentioned earlier, people used HTML codes to create pages and CSS codes to design them. If you have taken up these coding skills before, it will help you in creating pages using WYSIWYG. If you have not, WYSIWYG is design for anyone who has not or does not have prior coding skills.

Creating a Website using Microsoft Word

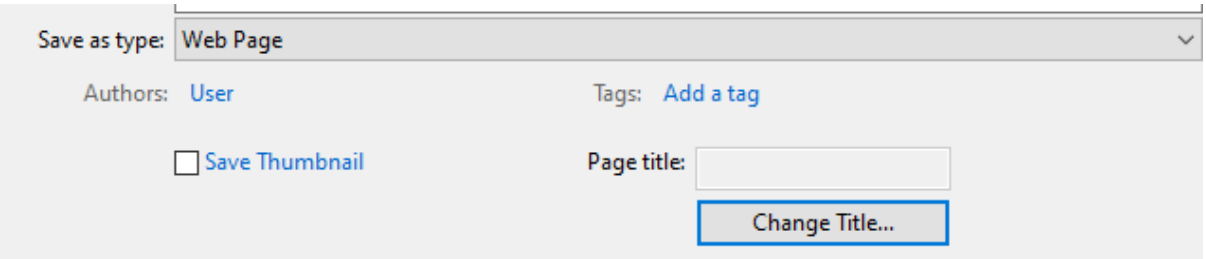
1. Open Microsoft Word
2. Type anything on the page like “Welcome to my Website”
3. Click on **File** >**Save As** >**Browse**



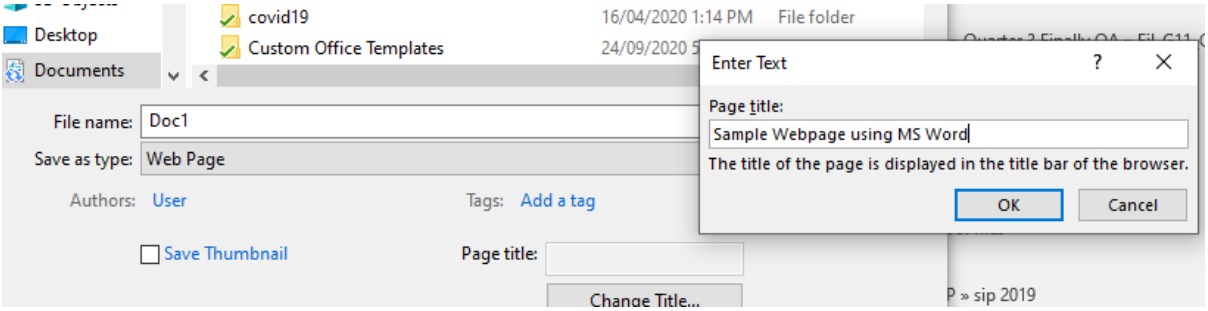
4. On the **Save As** dialog box, locate your activities folder and create a new folder named “Sample Web page”.
5. Specify the file name “Sample Web page”.
6. On the **Save As** type, select “Web Page (*.htm; *.html)”.



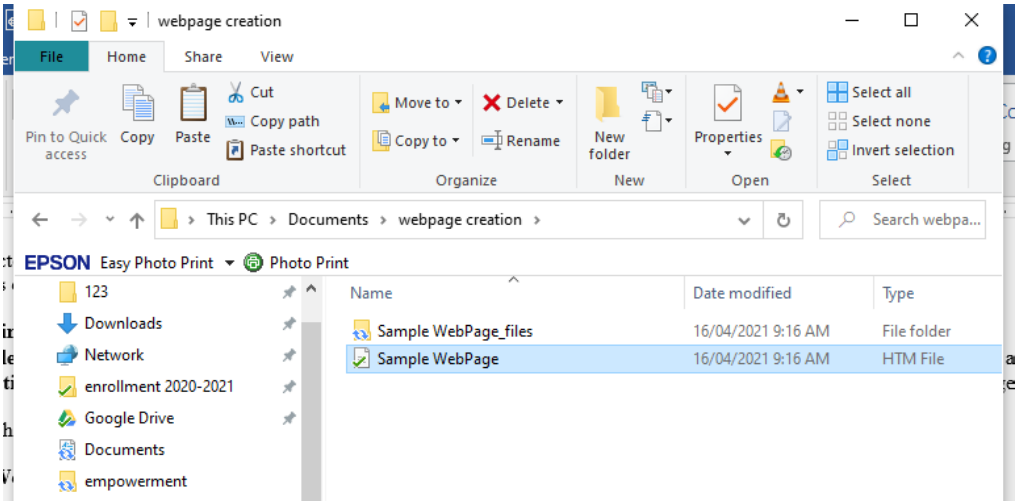
7. Click the **Change Title** button.



8. Input the title as seen below, then click **OK** then **Save**.



9. Check the files on your Sample Web page folder. You will see a new folder generated including your .htm or .html file.



10. Open the Sample Web page.htm file and you will see that you just created a web page using MS Word.

Tip: Any file inside the Sample Web page files folder is generated by MS Word. These are the files that make HTML files display visual elements correctly.

You have just created a Web page using Microsoft Word – a technique you can also use using Microsoft Excel. These office applications can be use as WYSIWYG platform. The next step is uploading these files to a web server. However, we will skip that step because we are going to use a match easier approach in creating websites. We are going to use an online application that is actually design to create websites.

Creating Your Own Website using Weebly

Weebly is the best builder for small business sites and portfolios. It's easy to use and comes packed with apps and features to help grow your site, from SEO to ecommerce. You can build a simple, stylish site with Weebly's drag-and-drop editor, and it's a great choice for portfolios, blogs, online stores, and business sites.

Weebly powers over 50 million websites worldwide, but what makes it so popular? Well, it's an easy to use website builder that's perfect for small business and portfolio websites. It's one of the best website builders of the world.

Who Is Weebly Best For?

Weebly is best for small businesses, because it equips you with all the tools you need to get a business website off the ground. Its straightforward editor cuts out the hassle of building your site – meaning you can get online sooner – and its huge app store means you can customize your site with all the tools you need.
It's also a good choice for personal portfolios, because of its simple, stylish themes. If you want a portfolio that looks good without you having to worry over the design too much, Weebly is perfect.

We don't recommend Weebly if you want a lot of customization control over your website. Wix provides tons more creative freedom, and Squarespace has much more professional designs than Weebly – chances are you'll find Weebly limiting if you're after anything *too* advanced.

Is Weebly Easy to Use?

Yes, Weebly is easy to use! It's a drag-and-drop website builder where you build your site exactly as you'd see it on-screen – instead of dealing with abstract lines of code, you drag actual images, text boxes, buttons, and more around your page until you're happy.

Weebly scored 3.5 stars out of 5 for ease of use in our testing. It's not quite as easy to use as Weebly's top competitor Wix, due to user frustrations over limited customization. But for beginners looking for an easy start, Weebly is a solid choice.

What Kind of Website Can You Make With Weebly?

Weebly has such a wide range of tools that it can be used by bloggers, businesses, online sellers, and artists. **However, it's best for small business websites** – its scalable tools, SEO support, and simple designs combine to make it a winner for entrepreneurs, freelancers, and other types of small business websites looking for online growth.

How Good Are Weebly's Themes?

Weebly's themes are pretty good. They're not the most stunning designs on the block, but they're clean and simple, and you can switch themes any time you like. You won't get total creative freedom, so if you're looking for something with a bit of structure to guide your website design, Weebly is a great choice.

Weebly wowed us with its super scalable features. It has a huge app center, helpful SEO guides, strong blogging tools, and a solid suite of ecommerce features. On top of that, you've got 24/7 support, marketing and analytics tools, and built-in site security.

Steps on How to Make a Weebly Website

Step 1: Sign Up

Firstly, head over to **Weebly.com.** You can build *and* publish your site totally free, so there's plenty of time to see if you enjoy using it.

To kick things off, click 'Get Started' – either in the top right or bottom left corner. Now type in your name, email, and new password. The Weebly ball is rolling.

Getting started with Weebly is easy, with two clear action buttons in sight. After clicking 'Sign Up', you're taken to a page with one question and two options: '*What kind of website would you like to create?'* Choose from 'I just need a website' or 'I need a website with an online store,' depending on your ecommerce ambitions. Don't worry – this decision isn't final, as you can add a store to your Weebly site any time you like.

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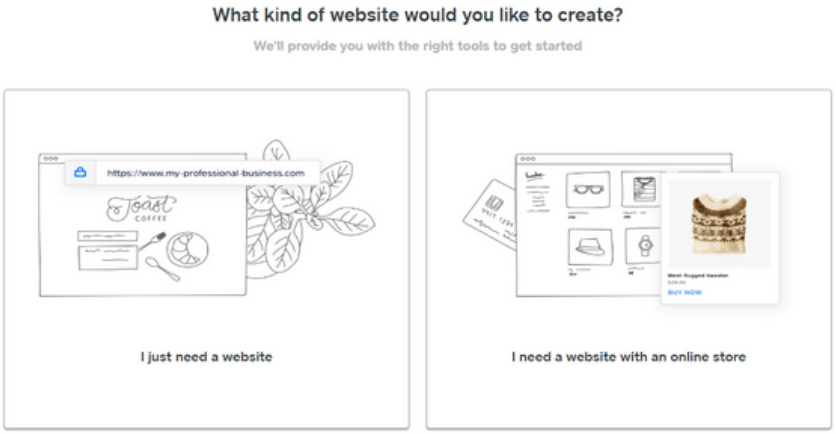


You can set up an online store anytime with Weebly, showing its flexibility Weebly has a free plan which you can stay on for as long as you like. This is why you can create, publish, and edit your site without paying a single cent.

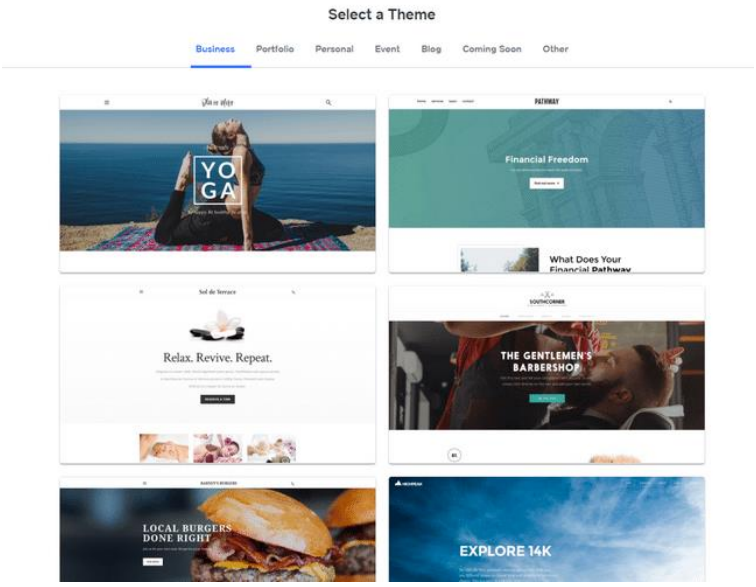
You can upgrade to a paid plan any time, but we'll help you with that later – for now, just enjoy building your website!

Before moving on, make sure you have:

- Created a free Weebly account
- Chosen the type of website you want to create for now

Step 2: Select a Theme

Weebly has around 50 themes, all of which are totally free! There are plenty of categories to choose from: 'Business,' 'Portfolio', 'Personal', 'Blog', and more. From your choice, Weebly then suggests some more specific themes.



Weebly has a wide choice of mobile responsive themes, for almost any industry

Weebly themes are modern, sleek, and all mobile responsive. This means they look awesome on any screen. And, unlike Wix, you can change templates at any time, so you're not restricted by your choice.

Can't decide? You can preview each one by clicking the thumbnail to see how it looks on a full screen. Then, if you like it, hit 'Start Editing' in the top right. Make sure you click around for your favorite theme.

Weebly also offers industry-specific options. It has delicious restaurant templates, fresh cleaning service designs, strong-looking personal training themes – you get the idea. These options save you even more design time – you just need to edit the text boxes and images and you're good to go.

The template is what your visitors see first, so make sure it says what you want it to. Do you want a clear CTA (Call To Action) button, like 'Book Now'? Or would a series of images work better? Whichever you choose, there's a Weebly theme to suit.

Weebly's travel industry-specific templates come with well-placed action buttons

Before you move on, make sure you have:

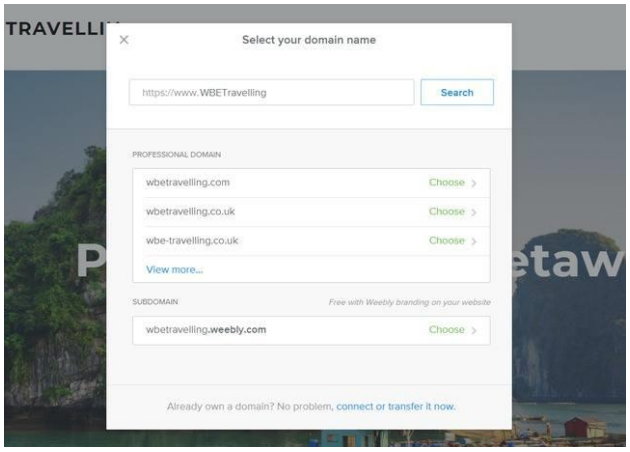
- Browsed Weebly's themes
- Previewed your favorite designs
- Picked your perfect theme

Step 3: Choose Your Domain

Before you start editing, you'll need to name your website. The name of your website appears in your website address and is called a domain name. For example, ours is *websitebuilderexpert.com*! So, how do you go about getting a domain for your Weebly website?

It's easy – Weebly will automatically prompt you to type in a domain name! You can get a free domain by choosing the Weebly subdomain. This means your website address will contain '*.weebly.com*' – it's not very attractive or professional, but it means you don't have to pay a cent for your domain.

See the image below for an example of a Weebly subdomain as well as professional, or custom, domains.

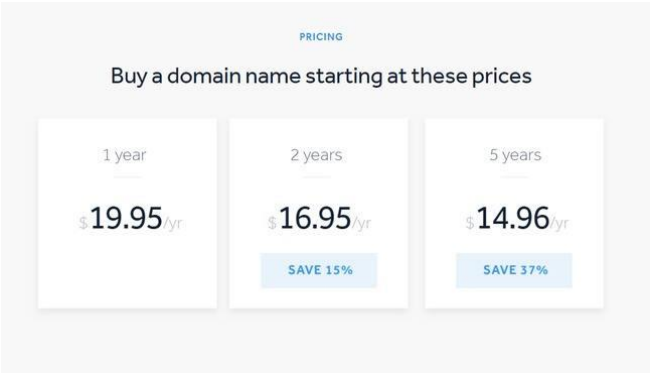


Weebly offers a free subdomain name, ideal for cost-conscious users.

If you want a custom domain (like ours), you can simply register one through Weebly. Just click 'Choose' to register your favorite domain. You will have to pay for this, however, and upgrade to a paid plan to actually use your domain.

The upside of using a custom domain is that it's more professional, memorable, and attractive. Your domain is unique – think of it like your site's fingerprint – so it's worth finding the perfect one.*Just how much is a custom domain, though? Is it worth it?*

Domains vary in price, but usually fall between $14 and $20 per year. Weebly's domain prices fall into three options:



- **1 Year ($19.95)**
- **2 Years ($16.95/yr)**
- **5 Years ($14.96/yr)**

Weebly offers discounted domain names, saving you dollars down the line. There are cheaper prices elsewhere (check out Domain.com for great deals – you can get 25% off using the code **WBE25**), but registering your domain through Weebly is the easiest and quickest option.

Already have a domain? You can easily connect it by clicking 'connect or transfer now' at the bottom of the popup – then just type in your URL and press 'Search'. No guide on building a website would be complete without some tips on how to create the best domain! So, here are our top tips – for a great domain, we recommend that you: *1. Keep the name short, 2. Include popular keywords, 3. Target your area, 4. Make it memorable*

Before you move on, make sure you have:

- Decided if you want a free or custom domain
- Created your ideal domain name
- Registered your domain, either by paying or simply clicking 'Done'

Step 4: Design Your Weebly Website

After choosing your domain name, you're taken to the Weebly website builder screen. This is where you'll let your creative juices flow. We'll go through the menus and features one by one, but here's what it looks like at first glance:

The Weebly editing homepage is easy to navigate and use

Editing Text Boxes

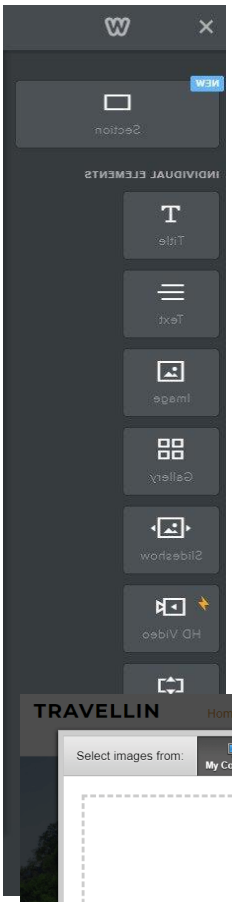
Weebly is a 'What You See Is What You Get' (WYSIWYG) website builder. This means you can click and edit, as well as drag and drop media, without needing to know any code. So to update the text, simply click the box and type.

Editing text boxes takes just a couple of clicks with Weebly

Editing the Background

You can customize your theme even more by changing the background. Simply click the background image and select 'Edit Background'. From there you can change the image, scrolling effect, and page alignments.

Adding Elements

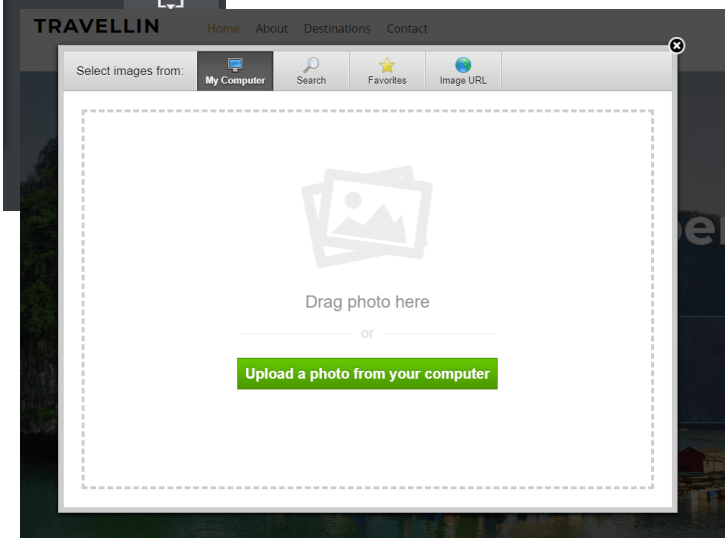


This is where you add the fun stuff. Using the 'Element Menu', on the left hand side, simply drag and drop your chosen media icon anywhere on the page. You can throw text, videos, buttons, and more anywhere you like. Take a look at the Element Bar below for just some of the elements you can choose from:

The Weebly Elements Bar clearly shows what you can drag and drop onto your site.

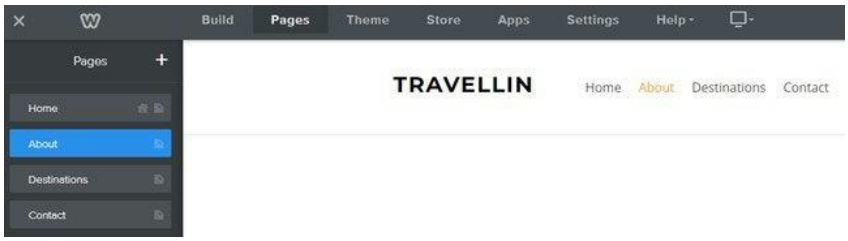
Any element with the lightning bolt symbol next to it can't be used on the free plan – you'll need to upgrade to use these features. However, everything else is free for you to play with!

Let's say you want to add an image. Drag the icon where you want, then click 'Upload Image'. A popup will then give you some options: you can upload from your computer, or press 'Search' and find a free Weebly image.



Weebly provides a wide choice of free images to keep your design costs down

To edit other pages on your Weebly website, simply click 'Pages' on the top Navigation Menu and choose a different page.

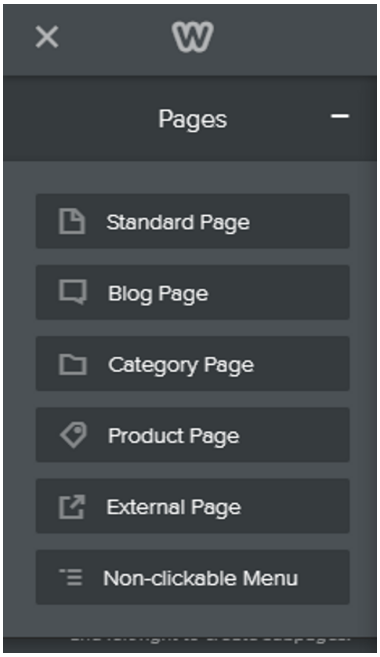


Adding elements is the same process for each page – just drag, drop, and click your way to a beautiful website.

Switching pages is a breeze with the Weebly navigation menu. From the Navigation Menu, you can make the most of Weebly's flexibility. Change your theme, edit your site settings, move to a different page – it's all there.

Check out the video link below on how to use Weebly's basic elements.
https://youtu.be/XdTe6NCVXqw

Adding New Pages

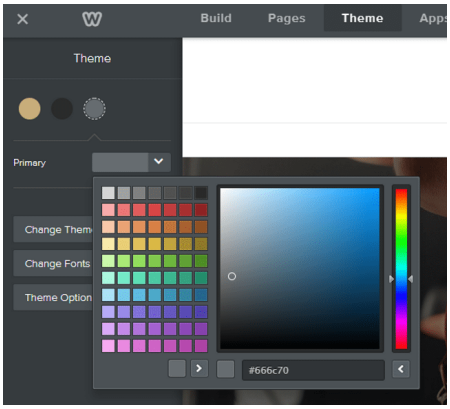


It's easy to add new pages to your website. Simply go to the Pages tab in your menu and click the plus icon in the left-hand sidebar. A drop-down menu will appear with different types of pages.

Weebly provides different types of pages you can create. Select the type of page you want to create – a blog page, for example – and give it a name. As you do this, Weebly automatically loads the page for you, with pre-filled images and content for you to make your own.

Remember to click 'Done' to save your new page's settings. Once you've done this, return to the 'Build' menu tab to edit the page just like you would normally!

Changing the Color Scheme



You can change the color theme of your page by heading to the Theme section of your dashboard. For some themes you simply have the options of light or dark, while others give you actual colors to switch between.

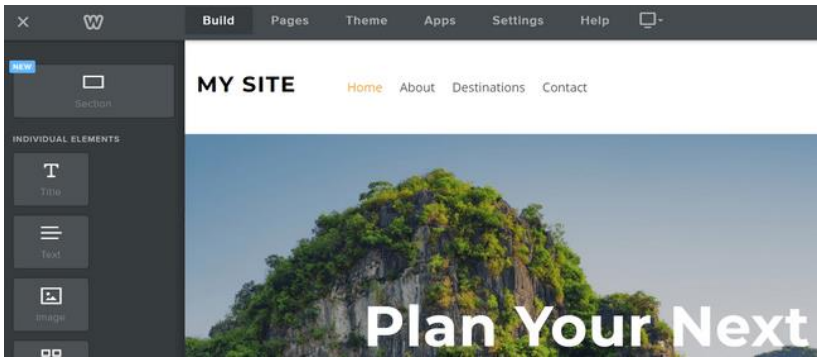
This is fairly basic and you won't see massive changes to your theme, but you can add a custom color to the range of choices if you want to.

It's super easy to change your color scheme, although it's not a very advanced feature

Adding New Layouts

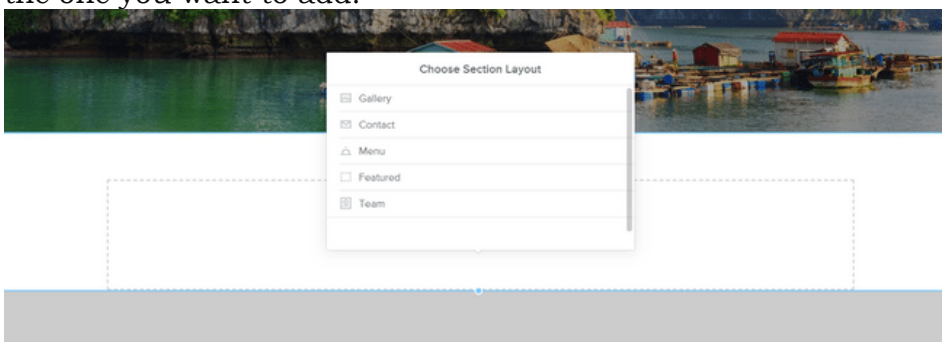
To really personalize your website, you'll want to add new sections to the pages you're editing. Apart from adding new elements, there's also the option to add new sections.

This element sits at the top of the left-hand sidebar above all the other elements – simply drag it to where you want it on the page and let go.



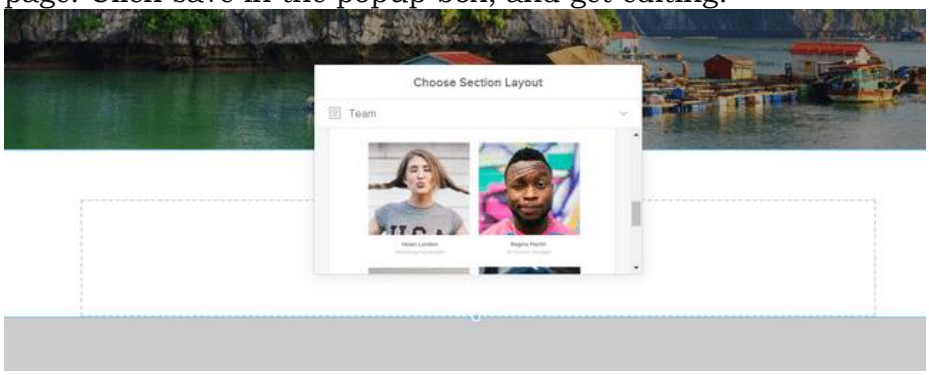
The Sections element sits above all the others in the left-hand sidebar

It'll give you a list of options: Gallery, Contact, Menu, Featured, and Team. Select the one you want to add.



You can choose the type of section you want to add to your page

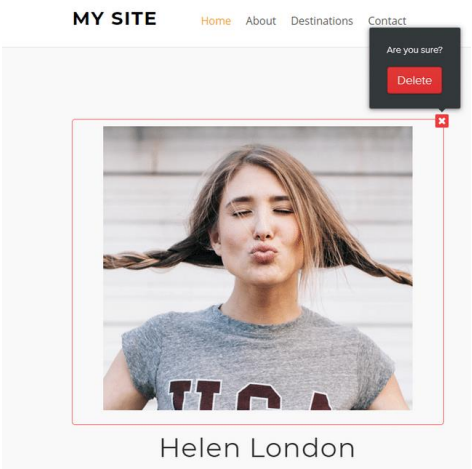
Weebly then gives you a list of different layouts to choose from, so you can pick the one you like the best. Click on the layout you want, and it'll appear on your page. Click save in the popup box, and get editing!



You can choose the layout of the section you want to add

Deleting Sections

We all make mistakes, we all change our minds, and we all learn differently – we're only human after all! That's why it's important to know how to delete elements on your site, as well as adding them.



Deleting elements is easy - simply click the cross!

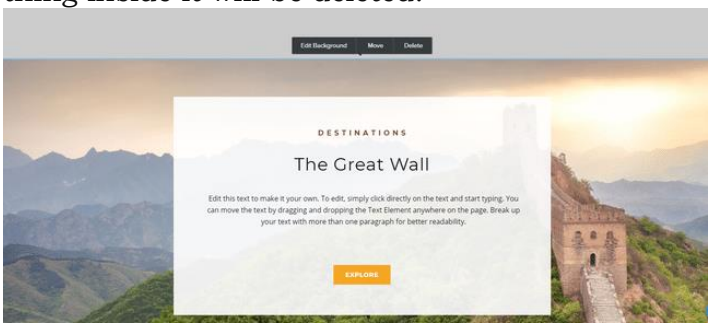
You might want to try out a gallery on your homepage, but then decide it doesn't work. You're not stuck with it forever – simply click on the element, and look for the small blue cross that appears in the top right corner of the editing box.

Click on that cross, the box will turn red, and you'll have the option to delete that element.

This is how to delete small elements such as galleries, text boxes, images, buttons, and more.

If you want to delete a larger section such as a background, simply click on the area you want to remove. You'll see a few options appear: Edit, Move, and Delete.

Click the Delete button and you'll see a popup asking you if you're sure you want to delete. At this point you can either cancel or confirm – if you click 'Delete' then that section and everything inside it will be deleted.



You can delete whole sections of your page if you want to - just click Delete and then confirm your decision!

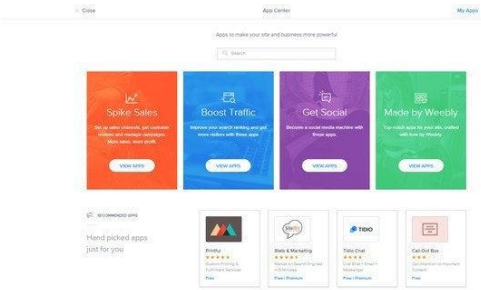
This 'are you sure?' method means you won't scrap any bits of your website by accident, which is a relief!

Before you move on, make sure you have:

- Edited text boxes
- Edited the background
- Added new elements
- Added new pages
- Experimented with your color scheme
- Added new layouts
- Checked you can delete unwanted elements
- Customized your Weebly site!

Step 5: Add Apps

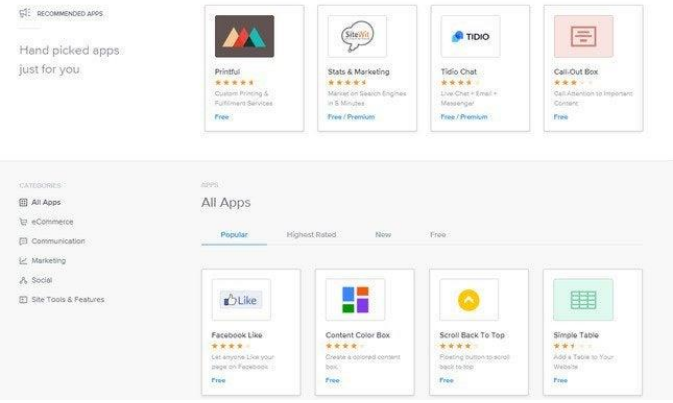
Also in the Navigation Bar is 'Apps'. You guessed it – this takes you to the Weebly App Center. Whatever your website, Weebly has an application to help boost your performance. We recommend adding some popular apps like 'Site Booster', and 'Content Color Box'.



Not only does it categorize apps for sales, traffic, social and Weebly-specific, but it even recommends apps just for your website. It's like having your own personal shopper – the American Dream, right?

Weebly has over 300 apps to boost your website's performance and appearance

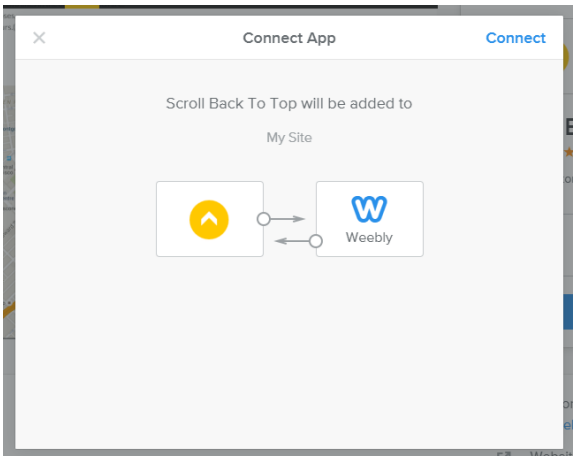
Weebly has an impressive amount of apps – over 300 apps, to be (sort of) precise. More than 50 are free, and there are always new apps being added, so you won't struggle for choice.



Don't feel overwhelmed – you can sort by 'Popular', 'Highest Rated', 'New', and 'Free'. Or just search for whichever type you want, whether it's an FAQ section, countdown timer, or social feed.

You can even categorize them on the left hand side.

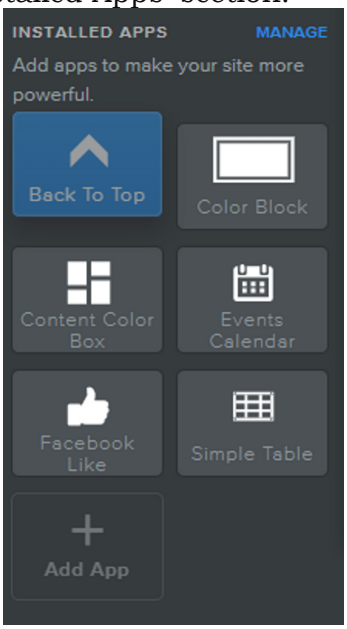
You can search for specific apps to make things even easier. Also, before making any purchases, you can check the user ratings on each thumbnail. Can't find one you like? Scroll to the very bottom and you can submit a new app idea, or even develop your own (if you can code).



To install apps, click on the one you want and then find the 'Add' button. A popup box will appear – you need to click 'Connect' to install the app and agree to any terms.

Anyone can install apps on Weebly - simply click Connect and Weebly does the rest!

Once the app has installed, you'll be taken back to your website. The app will automatically appear at the bottom of the left-hand sidebar, under the 'Installed Apps' section.



This is where your apps will appear once you've installed them

Once your app is installed, drag it onto your page as you would any other element.

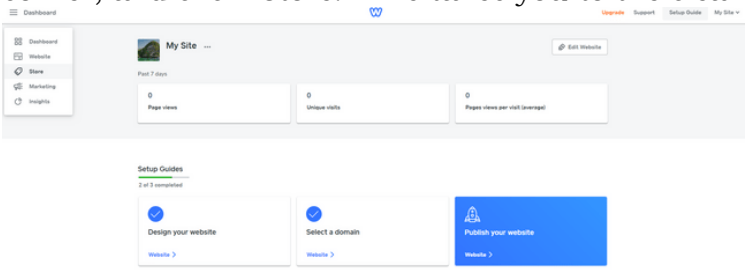
Before you move on, make sure you have:

- Explored the app center
- Installed some apps
- Added apps to your website

Want to Explore Weebly's App Center?
You'll find plenty of extra functionalities that you can use to spice up your website.

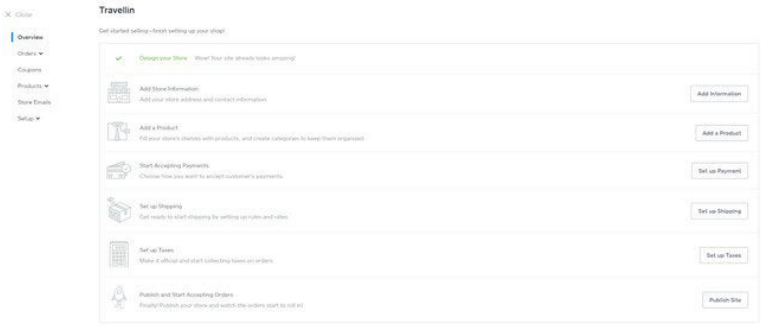
Step 6: Add a Store

Back at Step 1, you had the choice of setting up an online store. If you chose not to and changed your mind, no worries – you can easily set one up. Close your editor for now and go to your account dashboard. Open up the menu in the top left corner, and click 'Store.' This takes you to the clear and simple setup page.



This is your dashboard, and the page where you can start adding a store to your site.

Another way of adding a store is by staying in the editor and selecting the 'Products' element. If you don't have a store already, then Weebly will direct you to the store setup page. Don't want a store? You can skip this step!



Setting up an online store is explained clearly, with simple action buttons

From here, you can see all the steps you need to create an online store, including everything from adding products to setting up taxes.

You can then integrate each feature with just a few clicks. Just use the action buttons on the right hand side.

The options follow a natural order for setting up an online store. So, starting from the top, setting up a Weebly online store looks like this:

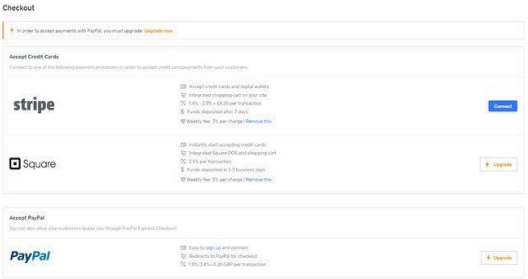
1. **Add Store Information**
2. **Add a Product**
3. **Start Accepting Payments**
4. **Set up Shipping**
5. **Set up Taxes**
6. **Publish and Start Accepting Orders**

However, you'll need to upgrade to the Professional plan to access premium tools like a shipping calculator, or the Performance plan to send abandoned cart emails and access advanced analytics. Check out the table below to see what sales features you get with each Weebly plan.

	Free plan	Personal plan	Professional plan	Performance plan
Shopping Cart	✓	✓	✓	✓
Items	✓	✓	✓	✓
Item badges	✓	✓	✓	✓
Item options	✓	✓	✓	✓
Quick shop	✓	✓	✓	✓
Inventory management	✓	✓	✓	✓

	Free plan	Personal plan	Professional plan	Performance plan
In-store pickup	✓	✓	✓	✓
Automatic tax calculator	✓	✓	✓	✓
Coupons	✓	✓	✓	✓
Square gift cards	✓	✓	✓	✓
Shipping Calculator	✗	✗	✓	✓
Shipping labels	✗	✗	✗	✓
Shipping discount	✗	✗	✗	✓
Abandoned cart emails	✗	✗	✗	✓
Item reviews	✗	✗	✗	✓
Accept payments through PayPal	✗	✗	✗	✓
Advanced ecommerce insights	✗	✗	✗	✓

Remember that the Professional plan also removes adverts, and unlocks a free domain, unlimited storage, and password protected pages. As you can see, the Performance plan is the most robust plan for selling online.



Changing your Weebly price plan is easy with the 'Upgrade' prompts

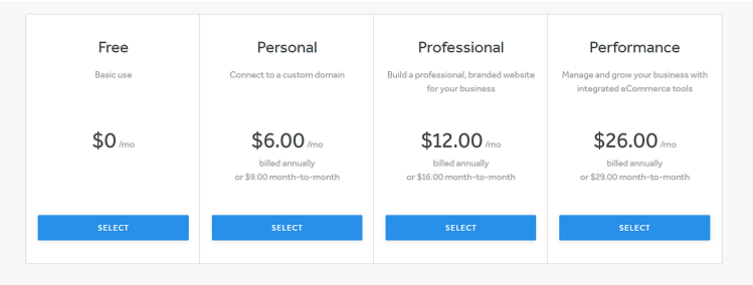
Before you move on, make sure you have:

- Added a store to your site
- Followed Weebly's steps to set up your store
- Added products
- Upgraded your plan if necessary

Step 7: Choose a Price Plan

Up until now we've assumed you're happily building on the free plan. However, as we've seen there are cases where you might want to upgrade – for example, to unlock advanced features or start selling online!

Let's take a quick look at Weebly's prices and how you can upgrade if you want to.



Click to see Weebly's pricing plans in detail

You already know about Weebly's free plan. There's no time limit on it, and you can actually publish your site without paying a dime. However, it has its drawbacks – no custom domain, limited features, and Weebly adverts displayed on your site.

The free plan is perfect for cost-conscious website creators, but luckily its paid plans are pretty budget-friendly too! **There are three price plans to choose from:**

- Personal: $6 per month (billed annually)
- Professional plan: $12 per month (billed annually)

- Performance: $26 per month (billed annually)

Here's who we recommend each plan for:

- **Personal:** Best for hobby sites and personal blogs or portfolios, the Personal plan is for having fun on. The only difference between this and the free plan is that you can connect a custom domain – it won't remove adverts from your site, so we don't recommend it for professional websites!
- **Professional:** Best for business sites, professional portfolios, or any website you want taken seriously online. This is the cheapest plan to remove adverts – you also get a free domain, unlimited storage, password protection, and a shipping calculator. This is the plan we recommend to most Weebly users!
- **Performance:** Best for online stores and large businesses, especially if you're aiming for growth. You unlock premium selling features such as abandoned cart emails and shipping discounts, as well as advanced ecommerce analytics.

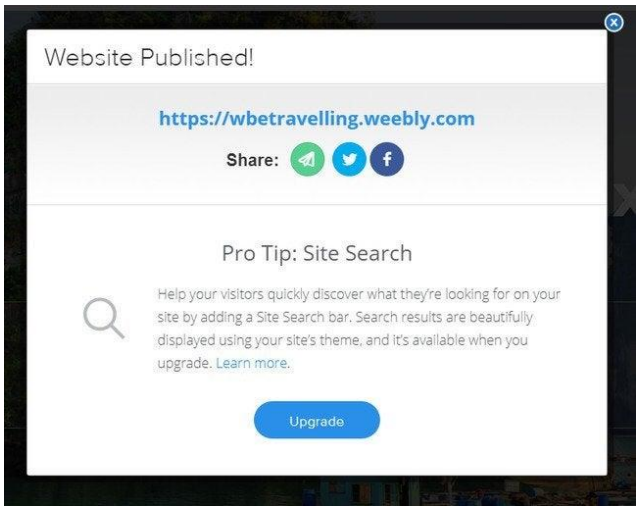
We recommend upgrading to the <u>$12 per month Professional plan</u>, as it offers much better value for money than the Personal plan. Considering how many more features you get compared to the Personal plan, paying $12 per month for the Professional plan seems like a total steal! It's the cheapest plan for creating a truly professional website.

Before you move on, make sure you have:

- Explored and compared Weebly's prices
- Decided if you want to upgrade
- Chosen a price plan
- Signed up

Step 8: Publish Your Weebly Website

If you're happy with what you've created, you can now publish. Great! If you're not completely happy, don't worry – you can revisit the Weebly website editor to make some changes after you publish.



To publish your site, hit the blue 'Publish' button in the top right corner. You will then receive a popup telling you it's published, and how to integrate a 'Pro Tip'. Weebly really wants your site to succeed.

After publishing, Weebly provides a helpful Pro Tip

You've now published your Weebly website. Like we said, it's easy to update and edit at any time. You can also upgrade your plan if you want to. Just head back to Step 1 to view the plans and their benefits.

If you publish your site, but then change your mind, you can head to your Settings and scroll down to the very bottom. There, you'll find an option to unpublish your site with a single click. Easy!

Before you move on, make sure you have:

- Published your site!

Step 9: Improve and Grow Your Website

Once your site is live, there are a few things you can do to encourage its growth and success. Don't just leave it to languish all alone – instead, make regular tweaks, edits, and changes to keep your site fresh and relevant.

Edit Content

Go back and edit content – update old information, write new articles, and add extra sections to old pages. Fresh content will not only keep your visitors happy, it'll show Google that your site is relevant and active.

Optimize for Google

You want your site to rank in Google's search results, right? Right. It's the best way of getting more traffic and boosting your online presence. The way to climb up through the ranks is by mastering SEO (Search Engine Optimization).

SEO is the process of boosting your site's chances of ranking highly in the search results, and involves lots of factors. Some are super simple, like using headings to structure your content, while others are a little more advanced.

Weebly has a great range of SEO tools to help your site rank, as well as beginner-friendly guides to walk you through each step. Start off with its Ultimate SEO Guide and you'll be a pro in no time!

Promote via Social Media

Everyone is on social media these days – and you want *everyone* to see your site! Pick a couple of social channels that suit your site – for example, Instagram is perfect for photographers, and Pinterest is ideal for selling handmade items. Then start sharing snippets of content, blog posts, images, and more to engage your visitors and gain followers.

Get Marketing

Email marketing can be your best friend. It's a great way of releasing new product information, letting your visitors know about news and events, or enticing them back with sales and discounts.

Weebly has its own email marketing system called Weebly Promote, which helps you build your mailing list, easily create customized emails, and track your emails' performance. This is free to use for your first two campaigns; after that it costs $8 per month.

Weebly also has fantastic blogging tools, so you can combine blog posts with email campaigns and newsletters to keep your visitors informed and engaged.

Before moving on, make sure you have:

- Updated your site
- Familiarized yourself with SEO
- Shared your site on social media
- Set up blogging and email campaigns

Now you're ready to create a Weebly website. Feels good, doesn't it? We're sure you've nailed the steps already, but let's go through the stages one more time:

How to Make a Weebly Website

1. Sign up and start building for free
2. Select a theme to suit your needs
3. Choose your domain name
4. Build your Weebly website using the Elements Bar
5. Add apps to boost your website
6. Add an online store
7. Choose a price plan
8. Publish
9. Improve and grow your site

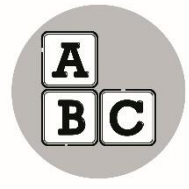
So, from Sign Up to Publish, these are the nine steps for creating a Weebly website.

Weebly offers you the option to fine-tune your site using HTML and CSS, and even export it for editing elsewhere, meaning it isn't only for beginners. It also offers numerous subscription levels, including ecommerce plans.

To get the best out of Weebly, we recommend that you start with a free website. This is your chance to get to know the editing interface, and judge for yourself how easy (and difficult) its various features are.

Once you're ready to upgrade, we recommend skipping the Personal plan – you get more for your money on the Professional plan!

Advantages	**Disadvantages**
1. ***Best website builder for small businesses**, with all the basic tools you need to build a great business site – or even an online store* 2. ***Cool customizable templates** – all Weebly's themes are simple, stylish, and mobile responsive, and you can even switch between them* 3. ***Really helpful SEO guides** in Weebly's help and support center, for advice on coding, keyword optimization, and tips on boosting your site's ranking.*	1. **Drag-and-drop customization is limited** – unless you're confident with code (and feel comfortable using the Weebly Code Editor), you might find Weebly frustrating in its lack of creative freedom. 2. **No personal restore option**, so if your site goes down you're totally reliant on the Weebly support team to restore your site for you. 3. **No ADI option** – Artificial Design Intelligence (ADI) is where a website builder uses information you provide to automatically create a site for you, saving



What's More

Activity 1:

1. What are the advantages and disadvantages of a WYSIWYG editor?

   _____
   _____
   _____.

1. What is the difference between your WordPress blog and your Jimdo website?

   _____
   _____
   _____.

2. List down the three more WYSIWYG web hosting services and their URL.

   _____
   _____
   _____.

What I Can Do

Activity 3: Personal Website

Following the nine (9) steps on how to make website using weebly.com:

A. Prepare a Site Map of your personal website (1 bondpaper)

B. Go to weebly's homepage by typing www.weebly.com on the address bar of the browser and use Sign Up Free Form. If registered already click "Log-in"

Activity 4:

Create a blog post on your WordPress blog advertising your newly created website. Make sure you insert details about your website that will entice your readers to visit it.

Assessment

A. Multiple Choice: Select the letter of the best answer from the given choices.

1. What tab gives you access to the pages in your website and at the same time add or remove pages.

A. Reference B. Add-Ins C. Mailings D. Pages

2. What is the most basic Weebly element?
   A. Titles B. Sentences C. Words D. Paragraphs
3. Which element in weebly.com allows you to add videos and games to the created website.
   A. Add B. Multimedia C. Insert D. Uploader
4. What button will be clicked so that you can open your weebly.com account?
   A. Open B. Log In C. Log Off D. Restore
5. What should be the first move in order to avail a weebly.com account?
   A. Log In B. Sign Out C. Sign Up D. Shut Down

B. True or False: Write T if the statement is correct otherwise, write F on your notebook or worksheet.

1. The home page is the first page of your website.
2. You can insert YouTube videos in your weebly website.
3. WYSIWYG stands for What You Sense Is What You Get.
4. Aside from Microsoft Word, you can use Microsoft Excel to produce webpage.
5. Weebly is the best builder for small business sites and portfolios.
6. Weebly has a free plan which you can stay on for as you like.
7. If you want to delete a larger section such as a background, simply click on the area you want to remove.
8. Weebly has a single choice of mobile responsive themes, for industry.
9. Using weebly, you can customize you them even more by changing the background.
10. Adding elements in weebly is the same process for each page.

B. Matching Type: Match Column A with Column B.

Column A	Column B
1. Weebly	A. stands for Hypertext Markup Language
2. HTML	B. an editor that allows you to create and design web pages without any coding knowledge.
3. WISIWYG	C. a free website builder with a WYSIWYG editor.
4. CSS	D. the top most label of a website
5. Heading	E. stands for Cascading Style Sheets
6. Photo Gallery	F. a feature that maximizes the search engine optimization feature so visitors can easily locate your website.
7. Template	G. A page that contains photos
8. *Search Engine Optimization (SEO)*	H. A ready-made design for a website
9. Adding Element	I. The main page of a website
10. Home page content	J. This is where you add the fun stuff, like text, videos, buttons, and more anywhere you like.

III. Rearrange the following steps in chronological order by numbering them from 1 to the last number of the steps. Write **X** if the step does not belong.

How to Make a Weebly Website

____ a. Add apps to boost your website
____ b. Choose your domain name
____ c. Sign up and start building for free
____ d. Select a theme to suit your needs
____ e. Improve and grow your site
____ f. Publish
____ g. Build your Weebly website using the Elements Bar
____ h. Choose a price plan
____ i. Create a Site Map
____ j. Add an online store

Additional Activity

Activity 5: Answer the following questions briefly.

1. For social change activity, which platform do you prefer: WordPress or Weebly?
   _____
   _____.

2. What are the advantages of using Weebly?
   _____
   _____.

3. What are the disadvantages of using Weebly?
   _____
   _____.

4. Using search engine, research on the features of other online free host website?
   _____
   _____.

Answer Key

Assessment

I. Multiple Choice

1. D
2. A
3. B
4. B
5. C

II. True or False

1. T
2. T
3. F
4. T
5. T
6. T
7. T
8. F
9. T
10. T

III. Matching Type

1. C
2. A
3. B
4. E
5. D
6. G
7. H
8. F
9. J
10. I

IV. **How to Make a Weebly Website**

__5_ a. Add apps to boost your website
__3_ b. Choose your domain name
__1_ c. Sign up and start building for free
__2_ d. Select a theme to suit your needs
__9_ e. Improve and grow your site
__8_ f. Publish
__4_ g. Build your Weebly website using the Elements Bar
__7_ h. Choose a price plan
__X_ i. Create a Site Map
__6_ j. Add an online store

What I Know

I. True or False

11. T
12. T
13. F
14. T
15. T
16. T
17. T
18. F
19. T
20. T

II. Matching Type

11. C
12. A
13. B
14. E
15. D
16. G
17. H
18. F
19. J
20. I

III. **How to Make a Weebly Website**

__5_ a. Add apps to boost your website
__3_ b. Choose your domain name
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__8_ f. Publish
__4_ g. Build your Weebly website using the Elements Bar
__7_ h. Choose a price plan
__X_ i. Create a Site Map
__6_ j. Add an online store

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