Class Activity 3

**OBJECT**

How to build website (internally / outsourcing)

**THEORY**

Once you determine the type of your Web site, next step is to decide on how to build your Web site. You can build your Web site internally using:

 Online Web site development sites: [www.geocities.com](http://www.geocities.com/)

 Offline software available in the market: Microsoft Frontpage, Macromedia Dreamweaver

Or you can also outsource your site development by:

 Hiring a Web designer: See the resource guide for the list of local Web designer

 Buying a package service form ISP, which includes access, hosting Web design, and maintenance services.

**Advantages and Disadvantages of In-house Development**

***Advantages***

 Money savings

 Knowledge increase stays with the company

 Greater control over the final product

 Ease in updating

***Disadvantages***

 Can't spare key people to learn HTML to level of excellence needed.

 Don't have in-house graphics expertise or tools.

 Can't spare key people to develop Internet marketing strategy without outside help.

**Web Resources**

[http://budgetse.com:](http://budgetse.com/) provides pointer to a variety of Web development resources such as [www.primenet.com](http://www.primenet.com/) , [www.infotique.lm.com](http://www.infotique.lm.com/) , [www.pagefolio.com](http://www.pagefolio.com/) , [www.consulnet.com](http://www.consulnet.com/) , [www.webdeveloper.com](http://www.webdeveloper.com/)

**EXERCISE**

1. Evaluate online development sites/offline development software programs that you are interested in.

The online website development sites I am taking consideration is www.geocities.com, it was a product of Yahoo that provide web hosting service that allowed users to create and publish websites for free and to browse user-created websites by their theme or interest.

2. Examine professional outside Web site designers.

The professional outside web designers create the visual aspects of websites. They ask the client’s requirement, in order to get a clear picture of the message that needs to be portrayed on the website. Once the details are determined, they create layouts, designs, and features that display the client's services in a way that is appealing to the target audience of the website. They select the appropriate colors, font, layout and images create the whole personality of the website. They make sure that the website is easy to navigate, and the information organized in a format that is easy to understand and easy to access. There shouldn't be too many clicks needed to get to any part of the website.

3. Determine Web development tools for your E-Commerce site.

The tool for my ecommerce site is Elementor.