

TYPES OF WEB SITES:

Web sites are classified as 12 basic types:

1. **Portal** – provides a variety of Internet services from a single, convenient location. Most portals offer free services such as search engines; local, national, and worldwide news; sports; weather; reference tools; maps; stock quotes; newsgroups; chat rooms; and calendars.
<http://www.lycos.com/>
2. **News** – contains news articles relating to current events.
<http://online.wsj.com/home-page>
3. **Informational** – contains factual information, such as research and statistics. Governmental agencies and nonprofit organizations are the primary providers of informational Web pages.
<http://www.hhs.gov/>
4. **Business / Marketing** – contains content that promotes or sells products or services.
<http://www.campbells.com/>
5. **Educational** – provides exciting, challenging avenues for formal and informal teaching and learning.
<http://www.about.com/>
1. **Entertainment** – offers an interactive and engaging environment and contains music, video, sports, games, and other similar features.
<http://www.freearcade.com/>
2. **Advocacy** – Within an advocacy Web site, you will find content that describes a cause, opinion, question, or idea.
<http://www.americanhumane.org/>
3. **Blog** – which is short for Weblog, uses a regularly updated journal format to reflect the interests, opinions, and personality of the author and sometimes of site visitors.
<http://googleblog.blogspot.com/>
4. **Wiki** – is a collaborative Web site that allows users to create, add to, modify, or delete the Web site content via their Web browser. Most wikis are open to modification by the general public.
<http://www.wikipedia.org/>
5. **Social Network** – is an online community that encourages members to share their interests, stories, photos, music, and videos with other members.
<http://www.myspace.com/>
6. **Content Aggregator** – is a business that gathers and organizes Web content and then distributes the content to subscribers free or for a fee. What Content aggregation does is collects a list or category of links/posts and resources on a specific niche.
<http://pages.connotate.com/data-aggregation-web-scraping-b.html>
7. **Personal** – is published by an individual or family and generally is not associated with any organization.
<http://www.butlerfamilyfoundation.org/>

PLANNING A WEB SITE



1. **Planning Basics – Purpose.** Those who rush into the publishing process without proper planning tend to design Web sites that are unorganized and difficult to navigate. Visitors to this type of Web site often lose interest quickly and do not return. As you begin planning your Web site, consider the following guidelines to ensure that you set and attain realistic goals.
 - i. **Purpose and Goal** – Determine the purpose and goal of your Web site. Create a focus by developing a purpose statement, which communicates the intention of the Web site. Consider the 12 basic types of Web sites mentioned previously.
 - ii. **Target audience** – Identify your audience. The people who visit your Web site will determine the success of your site. Although you welcome all visitors, you need to know as much as possible about the primary group of people you wish to reach — your target audience. To learn more about the visitors to your Web site, determine whether you want to attract people with similar interests, and consider the gender, education, age range, income, profession/job field, and computer proficiency of your target audience.
 - iii. **Web technologies** – Evaluate whether your potential visitors have access to high-speed broadband media or to baseband media, and use this information to determine what elements to include within your Web site. Broadband can transmit a large number of moving images or a vast quantity of data simultaneously at a high speed. Media and hardware such as T1 lines, DSL (digital subscriber lines), ISDN (Integrated Services Digital Network), fiber optics, and cable modems work with broadband. Baseband transmits one signal at a time over a telephone line and includes media and hardware such as 28K to 56K modems.
 - iv. **Web site comparison** – Visit other Web sites that are similar to your proposed site. What do you like about these sites? What do you dislike? Look for inspirational ideas. How can you make your Web site better?

2. **Planning Basics – Content.** To ensure a successful Web experience for your visitors, consider the following guidelines to provide appropriate content and other valuable Web page elements.
 - i. **Value-added content** – Consider the different types of content you can include within your Web site. Use the following questions as guidelines:
 1. What topics do you want to cover?
 2. How much information will you present about each topic?
 3. What will attract your target audience to your Web site?
 4. What methods will you use to keep your audience returning to your site?
 5. What changes will you have to make to keep your site updated?



- ii. **Text** – Create your textual content to accomplish your goals effectively by highlighting key words, using bulleted lists, maintaining one idea per paragraph, and including meaningful subheadings.
- iii. **Images** – After text, images constitute the next most commonly included content. Ask yourself these questions with respect to your use of images:
 - 1. Will you have a common logo or theme on all of your Web pages?
 - 2. Are these images readily available?
 - 3. What images will you have to locate?
 - 4. What images will you have to create?
 - 5. How many images per page will you have?
- iv. **Color palette** – The color palette you select for your Web site can enhance or detract from your message or goal. Do not think in terms of your favorite colors. Instead, consider how color can support your goal.
- v. **Multimedia** (plug-in / add-on) – Multimedia adds interactivity and action to your Web pages. Animation, audio, and video are types of multimedia. If you plan to add multimedia, determine whether the visitor will require plug-ins.

3. Web site Navigation

- i. **Design Basics – Navigation Map:** A navigation map, or site map, outlines the structure of the entire Web site, showing all pages within the site and the connections from one page to the others. The navigation map acts as a road map through the Web site, but does not provide details of the content of the individual pages.
- ii. **Structure** – The goal and the type of Web site often determine the structure selected for a specific Web site. Create a navigation map to serve as a blueprint for your navigational structure. Consider the following navigational structures and determine which one best meets your needs:
- iii. **Linear structure** – In a linear structure (Figure I–5a) the user navigates sequentially, moving from one page to the next. Many online tutorials use a linear structure.
- iv. **Hierarchical** – is one of the better ways to organize complex bodies of information efficiently. Because many visitors are familiar with hierarchical charts, many Web sites employ this structure
- v. **Grid** – Use a grid structure if your Web site consists of a number of topics of equal importance
- vi. **Hybrid** – is a combination of the previous listed structures, to organize information



4. **Web Development Typography** – Once you have established a structure for your Web site, you can begin developing the site. Make text and images the main focus because they are the more common elements. Then consider page layout and color.

Typography, images, page layout, and color are the key design elements that will make up your finished Web site. Correct use of these elements plays an important part in the development process. Consider the following guidelines:

- i. **Typography** – When selecting a font, determine its purpose on your Web page. Is it to be used for a title? For on-screen reading? Is it likely to be printed? Will the font fit in with the theme of the Web site? Is it a Web-safe font, such as Times New Roman, Courier, or Arial? **Web-safe fonts** are the more popular fonts and the ones that most visitors are likely to have installed on their computers. There are 5 generic fonts: serif | sans-serif | monospace | cursive | fantasy)
 - ii. **Image** – Images can enhance almost any Web page if used appropriately. Without the visual impact of shape, color, and contrast, Web pages can be visually uninteresting and will not motivate the visitor to investigate their contents. Consider the balance between the number of images and page performance as you develop your site.
 - iii. **Page Layout** – The importance of proper page layout cannot be overemphasized. A suitable design draws visitors to your Web site. Although no single design system is appropriate for all Web pages, establish a consistent, logical layout that allows you to add text and images easily. Design one page layout for the home page and another one for the rest of pages.
5. **Reviewing and Testing a web site** – Some Web site developers argue that reviewing and testing should take place throughout the developmental process. While this may be true, it also is important to review and test the final product. When reviewing and testing your Web site, ask the following questions:
- i. Is the Web site free of spelling and grammatical errors?
 - ii. Is the page layout consistent, and does it generate a sense of balance and order?
 - iii. Are any links broken?
 - iv. Do multimedia interactivity and forms function correctly?
 - v. Do the more widely used browsers display the Web site properly?
 - vi. Does the Web site function properly in different browsers, including older browser versions?
 - vii. Have you initiated a group test, in which you have asked other individuals to test your Web site and provide feedback?
6. **Publishing a Web site** - After your Web site has been tested thoroughly, it can be published. Publishing a Web site, making it available to your visitors, involves the



actual uploading of the Web site to a server. After you complete the uploading process, all pages within the Web site should be tested again.

- i. Obtain a domain name – To allow visitors to access your Web site, you must obtain a domain name. Visitors access Web sites by an IP address or a domain name. An IP address (Internet Protocol address) is a number that uniquely identifies each computer or device connected to the Internet. A domain name is the text version of an IP address. The Domain Name System (DNS), an Internet service, translates domain names into their corresponding IP addresses. The Uniform Resource Locator (URL), also called a Web address, tells the browser on which server the Web page is located. A URL consists of a communications protocol, such as Hypertext Transfer Protocol (HTTP), the domain name, and sometimes the path to a specific Web page.
7. **Maintaining a Web Site** – Most Web sites require maintenance and updating. Some types of ongoing Web maintenance include the following:
 - i. Changing content, either by adding new text and images or by deleting obsolete material
 - ii. Checking for broken links and adding new links
 - iii. Documenting the last change date (even when no revisions have been made)

