

UNIT 2

PLANNING AND DEVELOPING DYNAMIC WEB CONTENT SITES

By: Asst. Prof Myrtle Fernandes
Fr. Agnel College of Arts & Commerce,
Pilar-Goa



TOPICS

- ☐ Setting site goals
 - ☐ Identifying target audiences
 - ☐ Wire framing and planning site
 - ☐ Function and flow
 - ☐ Installing CMS applications
 - ☐ Working with ISPs to add site features to servers.
 - ☐ Working with MySQL and backend data structures.
-





SETTING SITE GOALS

Marketing

- drive traffic, engage prospects, generate leads and re-engage existing customers

Sales

- help close sales by validating and supporting sales team communications

Customer Support

- improve customer satisfaction through better service
-
- 



SETTING SITE GOALS

Webmasters

- simplify and optimize content updates and website management

IT Website Goals

- integrate with other systems; meet security, performance and scalability requirements

Operations

- reduce costs by streamlining and automating workflows and tasks
-





SETTING SITE GOALS

HR

- attract and recruit new employees and support current employees

C-Suite

- grow the company's bottom line and increase profitability
-





IDENTIFYING TARGET AUDIENCES

Targeted marketing allows you to focus your message on the right market – and the people who are most likely to buy from you. With a target audience definition to work with, you can spend less on customer acquisition costs, and earn more by reaching the most valuable leads in your network.

Learning how to identify target audience personas ensures that you can take your brand to market in the most cost-effective and efficient way.





IDENTIFYING TARGET AUDIENCES

1. Choose a target audience you can relate to

2. Decide between B2B and B2C customers

3. Design a user persona as a team

4. Look at the long-term potential of each target audience

5. Use tools to help you



3 examples how modern companies do target audience

1. Nike target audience

Serena Williams starred in a advertisement for Nike called “Until We All Win”. The ad is all about encouraging and supporting women who don’t always get their chance in the athletic world.



Serena Williams: Until We All Win (Nike Commercial)

Video Source:
<https://www.youtube.com/watch?v=MT1Fy7OuAyY>

3 examples how modern companies do target audience

2. Netflix target audience

They decided to use compression technology to start streaming content, instead of sending it in the mail.

They appealed to a target audience of trendsetters and people who wanted a unique, different experience.



Image Source:
<https://fabrikbrands.com/wp-content/uploads/Target-Audience-Definition-6-1920x1200.jpg>

3 examples how modern companies do target audience

3. BBC target audience

They launched “BBC Trust”. This group works out what customers want by listening to the views of users, commissioning independent studies, and evaluating viewer statistics.



Image Source:
<https://fabrikbrands.com/wp-content/uploads/Target-Audience-Definition-7-1920x1200.jpg>



WIREFRAMING AND PLANNING SITE






WHAT IS A WIREFRAME?

A wireframe is like a UX blueprint for your website.

It maps out certain features of your site, such as menus, buttons, and layouts, while stripping away the visual design.

This gives you an idea of your site's underlying functionality and navigation, without distracting elements such as its color scheme and content.



EXAMPLE OF WIREFRAMING

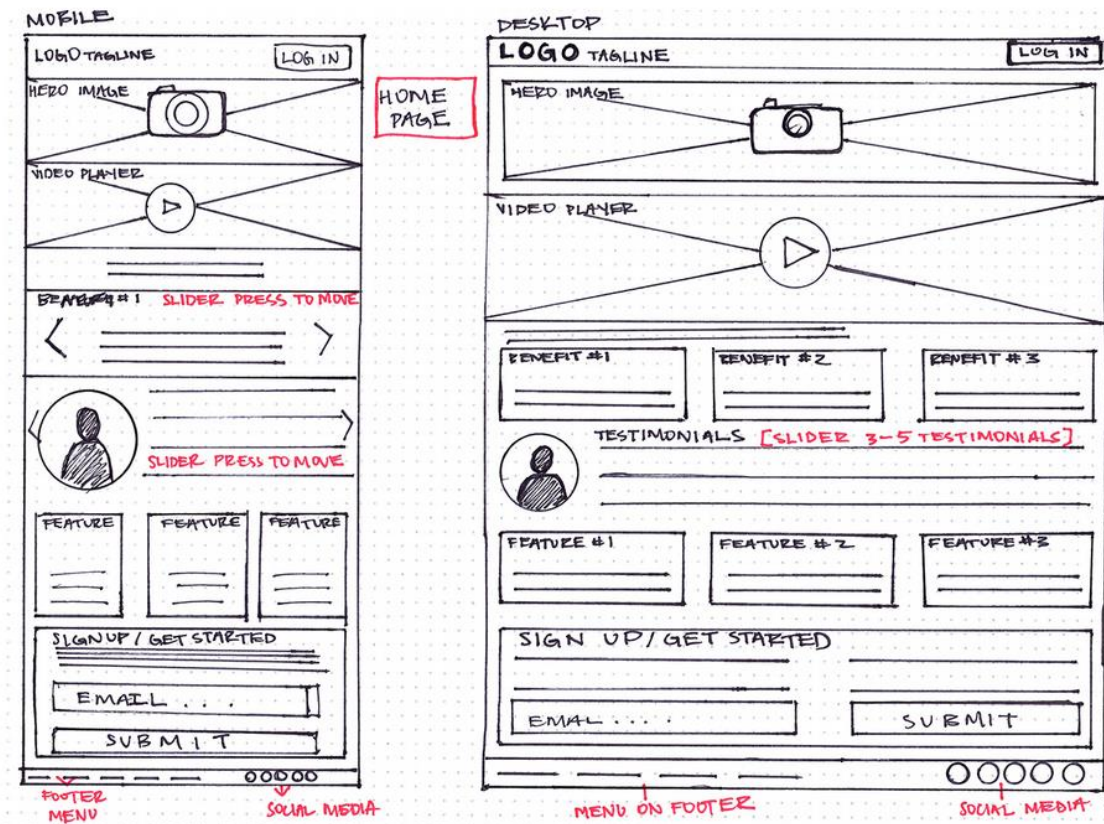


Image Source

<https://dpbnri2zg3lc2.cloudfront.net/en/wp-content/uploads/old-blog-uploads/versions/samuel-student-wireframe---x---972-715x---.png>





PLANNING BEFORE YOU START WIREFRAMING

1. Do your research
2. Prepare your research for quick reference
3. Make sure you have your user flow mapped out
4. Draft, don't draw. Sketch, don't illustrate
5. Add some detail and get testing
6. Start turning your wireframes into prototypes





FUNCTIONS AND FLOW





ESSENTIAL WEBSITE FUNCTIONS ALL FIRMS SHOULD MONITOR



Redirects

- When a broken link is found, either remove the link, or, if applicable, redirect it to newer content.



Meta descriptions

- The meta description is the snippet of text, usually around 160 characters, that appears beneath the url in your search engine listing.



Working navigation

- Navigation can suffer the same fate as textual links. Pages move or become obsolete, and navigation must follow. In addition to making sure your navigation works, check regularly to ensure that your top links still take visitors to your most relevant pages.



METADATA

Image Source

https://cdn-chdio.nitrocdn.com/cfsLLJaMNnOImlhHAZEQKUAeMsoFnyDn/assets/static/optimized/rev-58deb65/wp-content/uploads/meta-description.jpg

New York Criminal Defense Attorneys - Brill Legal Group

<https://www.brill-legal.com/> ▼

Brill Legal Group, P.C., has provided exceptional legal service for over 15 years, representing individuals and organizations facing prosecution and professional ...

Attorneys

Our Attorneys. At the Brill Legal Group, P.C., you'll find top-notch ...

Firm Overview

New York Criminal Defense Lawyers
For more than 15 years ...



ESSENTIAL WEBSITE FUNCTIONS ALL FIRMS SHOULD MONITOR

Image
optimization

- Check for Image compression and Alt Text

Calls to action
(CTA)

- Website calls to action are critical to lead generation. Each page should contain a clear CTA relevant to that page.

Up-to-date
contact details

- Your phone number should be visible on every page, in text and not in an image. This is especially critical for smartphone visitors.
- 



ESSENTIAL WEBSITE FUNCTIONS ALL FIRMS SHOULD MONITOR



Working forms

- Always test forms regularly. Also, make sure any required input fields are clearly marked and that error messages for incorrectly filled fields are obvious.



Analytics

- Every professional website should monitor visitors. Google Analytics is the leader in this field; it is free, relatively easy to use and highly customizable.



Readable content

- Your content must answer questions, offer benefits and be clearly directed at potential clients.
- 

READABLE CONTENT

Image Source

<https://cdn-chdio.nitrocdn.com/cfsILJaMNnOImlhHAZEQKUAeMsoFnyDn/assets/static/optimized/rev-58deb65/wp-content/uploads/line-height-2.jpg>

Right

Far far away, behind the word mountains, far from the countries Vokalia and Consonantia, there live the blind texts. Separated they live in Bookmarksgrove right at the coast of the Semantics, a large language ocean. A small river named Duden flows by their place and supplies it with the necessary regelialia.

Too narrow

Far far away, behind the word mountains, far from the countries Vokalia and Consonantia, there live the blind texts. Separated they live in Bookmarksgrove right at the coast of the Semantics, a large language ocean. A small river named Duden flows by their place and supplies it with the necessary regelialia.

Too wide

Far far away, behind the word mountains, far from the countries Vokalia and Consonantia, there live the blind texts. Separated they live in Bookmarksgrove right at the coast of the Semantics, a large language ocean. A small river named Duden flows by their place and supplies it with the necessary regelialia.

ESSENTIAL WEBSITE FUNCTIONS ALL FIRMS SHOULD MONITOR

Information
about you

- Bio pages are some of the most visited pages. Your potential clients want to know with whom they will be working, and they are interested in more than a bulleted resume list.

Image Source

https://cdn-chdio.nitrocdn.com/cfsIJLaMNnOImlhHAZEQKUAeMsoFnyDn/assets/static/optimized/rev-58deb65/wp-content/uploads/News_center_friend.png



Kristen Friend is a 1999 graduate of Indiana University, with Bachelors Degrees in both journalism and religious studies. In 2003, she graduated from the International Academy of Design. She is a contributor to the Bigger Law Firm magazine, and is the Art Director for Adviatech (Custom Legal Marketing's parent company). When she isn't making law firms look their best, Kristen can be found hiking up Mt. Tamalpais or inventing gluten free baking recipes.



USER FLOW

User flow is the steps a user takes to accomplish a task on your site.

Why You Need a User Flow Diagram?

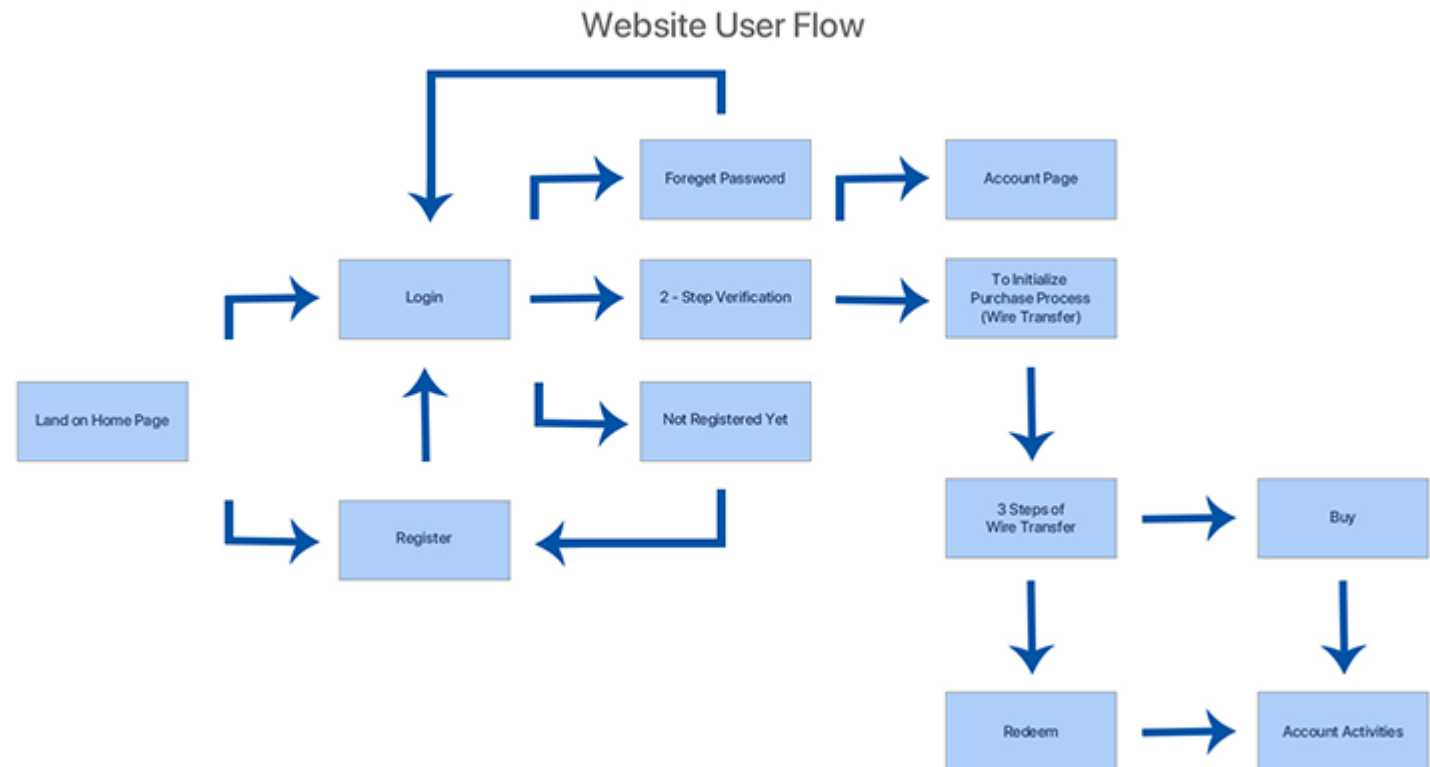
The best way to capture user flow is with a diagram. One reason why you need a user flow diagram is that it helps you to figure out how people interact with your site when they need to complete an action.



USER FLOW

Image Source

<https://assets.justinmind.com/wp-content/webp-express/webp-images/uploads/2020/09/guide-user-flow-charts-1024x655.png.webp>





BENEFITS OF USER FLOW DIAGRAM



Evaluate your current copy

- When creating your new website is to evaluate your current copy. If this is your first website, look for materials like existing brochures to establish what content is already available.
- Ask yourself three questions.
 - Is the content correct or still accurate?
 - Is anything missing?
 - Is it useful to my readers?



Determine your target audience

- Understanding, or at least identifying, who you are speaking to will help provide clarity as you plan the remainder of your content.
- It may help to develop primary, secondary, and even tertiary audiences to make sure that you take into account all of your visitors and their individual needs.





BENEFITS OF USER FLOW DIAGRAM

**Use
sitemaps as
copy
blueprint**

- Start by thinking of the big buckets of content before getting too detailed. Can one page convey everything needed, or do you need subpages to give more detail?
- Short, brief and clearly expressed.
- "use short, succinct sentences" page titles do better in navigations than long phrases. By taking this step, you can rearrange and prioritize your content before writing begins.

**Collaborate
with Others**

- Even if you are the sole person in a business or if you work in an organization that requires other stakeholders to weigh in or contribute, there are a variety of methods that can help ease this pain. Try to avoid using one single file for all of your content, as this doesn't allow for easy collaboration.
- Using Google Docs makes it easy to share a document for joint editing.





BENEFITS OF USER FLOW DIAGRAM

Use
Storytelling
versus
'Storyselling'

- Appeal to their problems by explaining your product or service as a solution. Provide clear benefits in easy-to-read bullets instead of paragraphs. Making your content user-centered meets users' needs and tells their story instead of just yours.

Write for
Humans
and Search
Engines

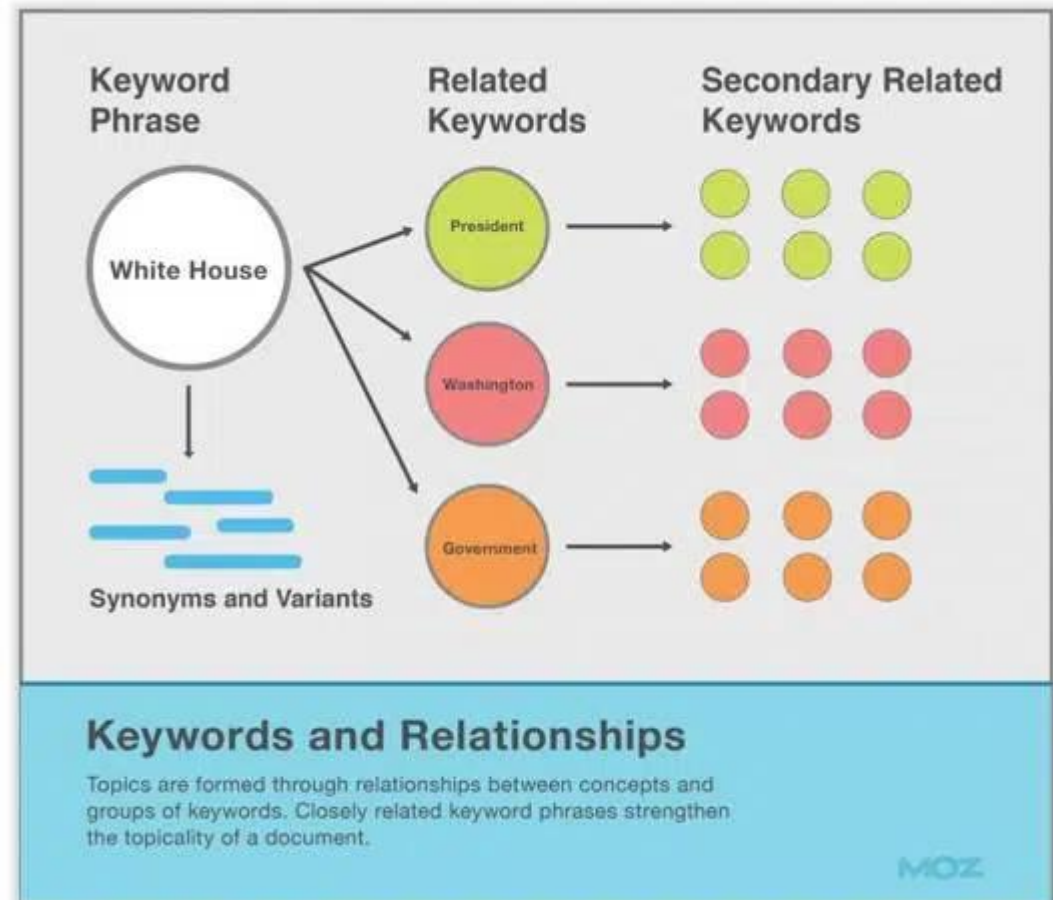
- For those of you who know the importance of writing your copy for SEO, don't become too focused on injecting your key search terms so many times that the content becomes unreadable.
- Also, by using "semantic keywords" you can develop a variety of words that provide the same meaning around your core keywords.



SEMANTIC KEYWORDS

Image Source

<https://www.barqar.com/wp-content/uploads/2018/05/Semantic-Keyword-SEO-1.jpg.webp>





BENEFITS OF USER FLOW DIAGRAM



Make the Copy Action Oriented

- Providing an email address or links to your contact page gives them an easy action to take while your business is still top of mind.



Give the Copy Visual Appeal

- Break up your text up with supporting images, charts, or illustrations.
- keep your paragraphs short and use sub-headings to divide sections.
- Choose correct typeface plays a significant role in your copy's legibility.





BENEFITS OF USER FLOW DIAGRAM



Set Deadlines

- Set concrete deadlines to make sure your project stays on track. Grouping content creation activities into relevant chunks ensures that you complete tasks on time.
- Starting with the about section helps set the tone for your copy and assists in determining what key differentiators to focus on throughout the site. Save the smaller, less copy-heavy pages like contact and locations for the end.
- Invest time in pre-planning and strategy, the process can be much easier.





INSTALLING CMS APPLICATIONS

Steps involved:

1. Pick Hosting Provider
2. Choose Domain Name
3. Install WordPress





INSTALLING CMS APPLICATIONS

Installing WordPress software on your web hosting account using an easy auto-install option. It is available with most web hosting providers.

Using GoDaddy to hosting your CMS application:

If you don't have an account GoDaddy, you will need to create one. For new users GoDaddy offers a great way to get started, the WordPress hosting Basic plan with a price as low as Rs. 199 per month. Before you start installing WordPress and creating your first website, signup with one of the plans available.





GODADDY PLANS

Image Source

https://in.godaddy.com/configure?src=gs&term=12&plan=wordpress-openexchange-forever-ssl-basic&itc=dlp_wordpress_hosting

Select plan

<input checked="" type="radio"/> Basic	30 GB storage - Ideal for up to 25k monthly visitors. Automatic daily malware scan and backup. Free SSL certificate.	₹ 199.00 /mo ₹ 349.00/mo On Sale (Save 42%)
<input type="radio"/> Deluxe	75 GB storage - Ideal for up to 100k monthly visitors. Automatic daily malware scan and backup. Free SSL certificate. Adds: SEO Optimizer.	₹ 379.00 /mo ₹ 449.00/mo On Sale (Save 15%)
<input type="radio"/> Ultimate	Unlimited storage + visitors. Automatic daily malware scan and backup. Free SSL certificate. SEO Optimizer. Adds: Unlimited malware removal and hack repair.	₹ 549.00 /mo ₹ 799.00/mo On Sale (Save 31%)
<input type="radio"/> Ecommerce	Unlimited storage + visitors. Automatic daily malware scan and backup. Free SSL certificate. SEO Optimizer. Unlimited malware removal and hack repair. Adds: Online Store and Appointment Scheduling	₹ 1,399.00 /mo ₹ 1,779.00/mo On Sale (Save 21%)

INSTALLING CMS APPLICATIONS

Select term length

Lock in your savings with a multi-year term.

☐ 1 month

₹ 499.00/mo

☒ 12 months

₹ 199.00/mo
~~₹ 349.00/mo~~
On Sale (Save 42%)

☐ 24 months

₹ 269.00/mo
~~₹ 349.00/mo~~
On Sale (Save 22%)

☐ 36 months

₹ 169.00/mo
~~₹ 349.00/mo~~
On Sale (Save 51%)

Continue

Order Summary

Basic

₹2,388.00
12 months

Professional Email

₹0.00
12 months

Total

₹2,388.00

Subtotal does not include applicable taxes.
Term lengths adjustable prior to checkout.

Scroll down to continue to cart

1. Pick one of the products by clicking the “Add to Cart” button.
 2. Select term length (1 month, 12, 24, or 36 months).
 3. Choose your domain name (a Free domain included with hosting order).
 4. Review your order and go through the checkout process.
- With the checkout process you will also create the GoDaddy account.

Image Source

https://in.godaddy.com/configure?src=gs&term=12&plan=wordpress-openexchange-forever-ssl-basic&itc=dlp_wordpress_hosting



INSTALLING CMS APPLICATIONS

Once, you have web hosting and a domain name. It's time to install the WordPress software. Depending on what type of hosting services you've picked WordPress installation could be slightly different.

If you signed up with the Basic WordPress Managed hosting, GoDaddy will let you install WordPress and create your website via the Quick Start Wizard process (handy to the first-time users).

You will have to follow the steps and answer a few questions to launch your WordPress website.



INSTALLING CMS APPLICATIONS

1. Choose the type of site.

2. Set up your contact info.

3. Select a design.

4. Start customizing.

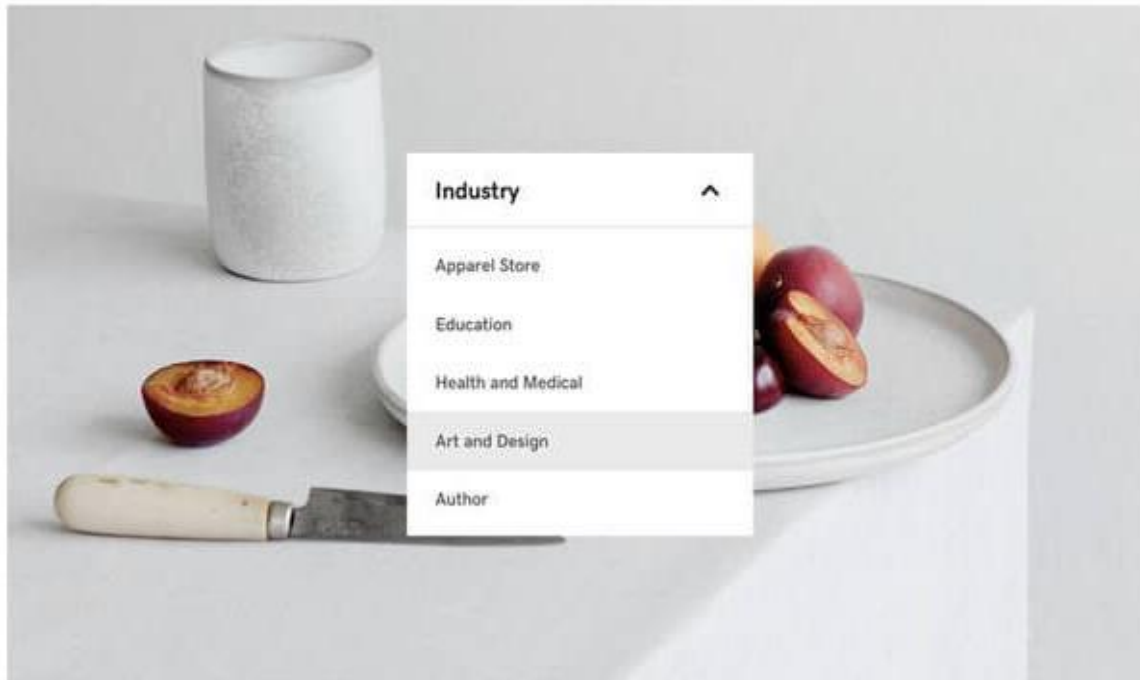


Image Source

<https://firstsiteguide.com/wp-content/uploads/2020/07/godaddy-wordpress-setupwizard.jpg>



INSTALLING CMS APPLICATIONS

Here are the steps you need to go through to install WordPress using cPanel:

Log in to your GoDaddy account.

You will see a list of all products and services.

Find your web hosting account and click Manage to open cPanel.

Inside cPanel, under web applications, find and click on WordPress.

On the WordPress overview page click the “install this application button”.

Fill out the information about your website and click the “Install” button.





INSTALLING CMS APPLICATIONS using GoDaddy

Steps:

https://www.youtube.com/watch?v=YzokIJH_pX8





WORKING WITH ISPs TO ADD SITE FEATURES TO SERVERS

A web hosting control panel is a web-based interface provided by a web hosting service that allows users to manage their servers and hosted services.

Web hosting control panels usually include the following modules:

- Web server (e.g. Apache HTTP Server, Internet Information Services)
 - Domain Name System server
 - Mail server and spam filter
 - File Transfer Protocol server
 - Database
 - File manager
 - System monitor
 - Web log analysis software
 - Firewall
 - phpMyAdmin
-





WORKING WITH ISPs TO ADD SITE FEATURES TO SERVERS

Software

Some web hosting control panels are:

- CloudPanel
- cPanel
- DirectAdmin
- InterWorx
- ISPConfig
- Plesk
- Webmin
- Ajenti
- ApisCP
- My20i
- aaPanel
- Warren






WORKING WITH MYSQL AND BACKEND DATA STRUCTURES

This involves an overview of servers, databases, routing, and anything else that happens between when a client makes a request and receives a response.

Back-end Architecture

The front-end is the code that is executed on the client side. This code (typically HTML, CSS, and JavaScript) runs in the user's browser and creates the user interface.

The back-end is the code that runs on the server, that receives requests from the clients, and contains the logic to send the appropriate data back to the client. The back-end also includes the database, which will persistently store all of the data for the application. The hardware and software on the server-side that make this possible.





WORKING WITH MYSQL AND BACKEND DATA STRUCTURES

The back-end is all of the technology required to process the incoming request and generate and send the response to the client.

This typically includes three major parts:

1. The server. This is the computer that receives requests.
 2. The app. This is the application running on the server that listens for requests, retrieves information from the database, and sends a response.
 3. The database. Databases are used to organize and persist data.
-





QUESTION BANK

1. Write a note on the different types of content organizers, on what basis do they set the site goals? 3-5 marks
 2. How would you identify your target audience? 3-5 marks
 3. List any three examples how modern companies target audience. 3 marks
 4. What is wire framing? 1-2 marks
 5. Draw wireframe design for Student/Restaurant/Hotel etc Home page/Login screen etc. 2 marks
 6. Write down the steps of Planning before Wire framing? 3-5 marks
 7. What are the essential website functions all firms should monitor? 3-5 marks
 8. What is the aim of user low diagram? 1 mark
 9. Draw the user flow diagram for user registration/money transfer/contact us form. 3 marks
 10. What are the benefits of user flow diagram? 5 marks
 11. What are the steps of installing a CMS application? 3 marks
 12. List modules which are included in web hosting control panel. 2 marks
 13. Write a note on the three major parts of backend data structures. 3 marks
-





REFERENCES

<https://www.simpletiger.com/blog/how-to-identify-your-target-audience>

<https://fabrikbrands.com/target-audience-definition/#:~:text=An%20age%2Dbased%20target%20audience,be%20the%20person%20you%20target.&text=When%20you%20don't%20have,market%20as%20narrow%20as%20possible.1>

<https://careerfoundry.com/en/blog/ux-design/how-to-create-your-first-wireframe/#what-is-a-wireframe>

<https://careerfoundry.com/en/blog/ux-design/website-app-wireframe-examples/>





REFERENCES

<https://www.customlegalmarketing.com/2017/04/back-to-basics-10-essential-website-functions-all-firms-should-monitor/>
https://firstsiteguide.com/install-wordpress/#install_WP_with_bluehost
https://firstsiteguide.com/install-wordpress/#install_WP_manually