

# OIM3690 - Web Technologies



Publishing your website

# Process of publishing a static website

1. Create pages locally
  - i. *.html files, images, styles, scripts* folders
  - ii. test and validate pages
2. Select a web hosting service
3. Register a domain name
4. Transfer and maintain pages
5. Search engine optimization (SEO)

# Prepare your web pages

# Test and validate pages

- Use [HTML validator](#) and [CSS validator](#)
- Test with different browsers
  - Chrome, Firefox, Edge, Safari
  - other browsers
- Remove or correct broken links
  - [Link Checker](#) (after website is published)

# Improve performance

- Code your website for quality and speed
- Optimize images
- Make the page simple and clean
- Load JavaScript asynchronously
- Try a CDN

# Add metadata in `<head>`

- Use appropriate `<title>` for each page
- `<meta>` elements
  - `name` and `content` attributes
    - `name` specifies the type of meta element it is; what type of information it contains
    - `content` specifies the actual meta content
  - many for SEO
- Visit the homepage of your favorite website, view page source or inspect
  - what `<meta>` do you find?

# Common `<meta>` elements.

- `description` :
  - short description of the page
  - `<meta name="description" content="...">`
  - Google your favorite website, then read the search result
- `keywords`
  - comma delimited list of search terms
  - `<meta name="keywords" content="...">`
- `author`
  - the author of the page
  - `<meta name="author" content="...">`



# `<meta>` for social networking sites

- Open Graph Data
  - a metadata protocol that Facebook invented to provide richer metadata for website
  - Example: `<meta property="og:image" content="..."`
  - Read more about [the Open Graph protocol](#)
- Twitter Cards
  - you can attach rich photos, videos and media experiences to Tweets, helping to drive traffic to your website
  - Read more about [Optimizing Tweets with Cards](#)

# Select a web hosting service

# Evaluate web hosting services

- Price
- Storage and transaction limits
- Technical features
- E-Commerce features
- Customer service features
- Reliability

# Web hosting providers

- Some web hosting providers:
  - [Godaddy](#)
  - [bluehost](#)
  - [HostGator](#)
- Cheap (or free) **cloud** alternatives for small websites
  - [Heroku](#)
  - Amazon Web Services (AWS)
  - Google Cloud Platform
  - DigitalOcean
- **GitHub Pages** (*We will be using this for project.*)

# Register domain name

- Web hosting service may bundle domain name registration
  - recommended if you have paid for web hosting
- Check your desired names on domain registrars
  - for best recognition, aim for `.com` or `.org`
  - other top-level domains (TLD):
    - `.us` (located in the U.S.)
    - `.co` (Columbia, but open to public and seems like `.com`)
    - `.info`, `.me`, `.name` (good for personal website)
- Domain privacy

# WHOIS babson.edu

Domain Name: BABSON.EDU

Registrant:

Babson College  
Horn Computer Center  
Babson Park, MA 02457  
USA

Administrative Contact:

Babson Dns  
Babson College  
Horn Computer Center  
Babson Park, MA 02457  
USA  
+1.7812396483  
**dns@babson.edu**

Technical Contact:

Domain Admin  
Babson College  
Horn Computer Center  
Babson Park, MA 02457  
USA  
+1.7812396483  
**dns@babson.edu**

Name Servers:

NS0.DNSMADEEASY.COM  
NS2.DNSMADEEASY.COM  
NS4.DNSMADEEASY.COM  
NS1.DNSMADEEASY.COM  
NS3.DNSMADEEASY.COM

Domain record activated: 07-Oct-1992  
Domain record last updated: 29-Jun-2021  
Domain expires: 31-Jul-2022

# Transfer files

- Use FTP client to upload files
  - many web hosting website also provide web-based file transfer

# Search Engine Optimization (SEO)

- Google's Search Engine Optimization [Starter Guide](#)
- Lynda course - [Danny Sullivan on SEO](#)
- YouTube: [SEO For Beginners](#)



# SEO: Keywords

- Keywords are those words/phrases that
  - describe your web site
  - users type in to search the web
  - your competitors are using
- You can
  - use keywords in internal links
  - use keywords in `alt` attribute tag
  - place keywords in `<h>` tags
  - use keywords multiple times in a page

# Questions?

