

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
NS1.DNSMADEEASY.COM
NS4.DNSMADEEASY.COM
NS3.DNSMADEEASY.COM

Domain record activated: 07-Oct-1992
Domain record last updated: 26-Dec-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?

