

UH,

NO NO NO NO NO NO NO NO NO NO...

VERY DEMOTIVATIONAL.com

# Web Technology

Launching a Website & SEO

Lessons from development experience....

# The Cleafix Problem

```
<div class="content">
  <div class="row">
    <div class="item">row 1 item 1 </div>
    <div class="item">row 1 item 2 </div>
    <div class="item">row 1 item 3 </div>
    <div class="item">row 1 item 4 </div>
  </div>
  <div class="row">
    <div class="item">row 2 item 1</div>
    <div class="item">row 2 item 2 </div>
    <div class="item">row 2 item 3</div>
    <div class="item">row 2 item 4 </div>
  </div>
</div>
```

```
.content {
  width: 300px;
  border: 1px solid orange;
}
.row {
  position: relative;
  float: left;
  width: 300px;
}
```

```
.item {
  position: relative;
  float: left;
  width: 73px;
  border: 1px solid grey;
}
```

row 1 item 1	row 1 item 2	row 1 item 3	row 1 item 4
row 2 item 1	row 2 item 2	row 2 item 3	row 2 item 4

# The Clearfix Problem

- Issue with parent container divs where the contents are floated and relative.
  - Parent doesn't expand to include all of them

```
<div class="item">row 2 item 4</div>
</div>
<div style="clear:both"></div>
</div> <!-- the end of the content div -->
```

row 1 item 1	row 1 item 2	row 1 item 3	row 1 item 4
row 2 item 1	row 2 item 2	row 2 item 3	row 2 item 4

# Web Development Life Cycle

Assess

Plan

Develop

Test

Deploy

Maintain

## Choosing a domain name

**http://www**

# Choosing a domain name

- Make the domain unique
- Stick to the “standard” suffix
- Make it easy to type
- Keep the name as short as possible
- Avoid hyphens and numbers
- Avoid copyright infringement



# Registering a domain

- There are thousands of companies that offer domain name hosting.
  - e.g. GoDaddy.com
- Once you own the domain, you can “point” it towards the IP of the server that is hosting your Web site.
- Known as DNS – Domain Name System
  - See lecture 2.

# Inside a Web Server

- A (usually) high-performance computer running typically Linux or Windows Server.
  - Linux is the preferred OS for a server due to better inbuilt security.
- Running server software (Apache, Tomcat, etc).
- Also runs other core services such as FTP, MySQL and PHP.

# Website Hosting

- We store our files on a Web server, which is identified by an IP.
  - Our domain name points to that IP.
- Various types of hosting:
  - Shared
  - Dedicated
  - Virtual
  - Cloud

# Shared Hosting

- Many sites reside on one Web server connected to the Internet.
- Advantages:
  - Each site sits on it's own partition or section on the server, to keep it separate from other sites.
  - An inexpensive way to host a Website.
  - Often comes with easy-to-use control panel software for interacting with the server.
- Usually heavily restricted on resources
  - e.g. Bandwidth, HD space, RAM, etc.
  - If a different user is heavy on resources, that may affect the performance of your website.
  - Rarely have direct access (SSH) to the server.
  - Often no HTTPS since it requires a unique IP.

# Dedicated Hosting

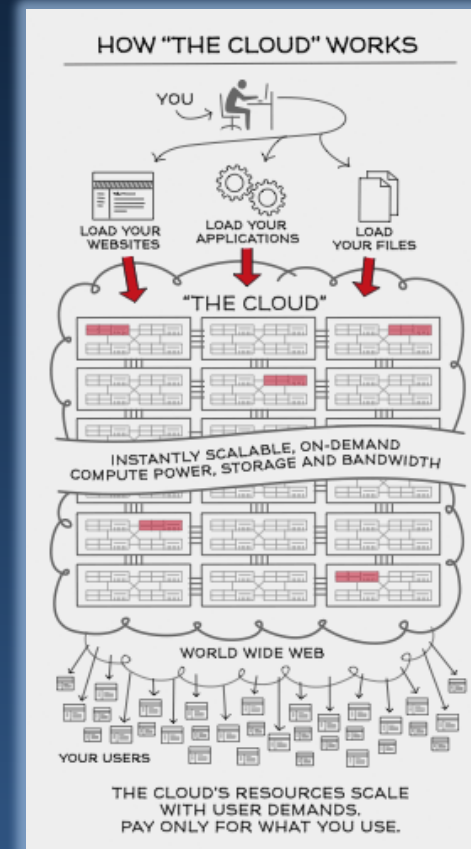
- Users pay for an entire server and have full control over it.
- Advantages:
  - Free to install any software they like.
  - Have full access to the server's resources. Not sharing CPU and RAM with others.
  - Can choose a particular server spec that suits their needs.
- Disadvantages:
  - Usually, all software required to running a website must be installed by the user.
  - Time consuming to setup and maintain.
  - Usually requires a server administrator with experience.

# Virtual Hosting

- Bridges the gap between shared and dedicated hosting.
- The same computer can run multiple websites in a “**Virtual Instance**”.
  - Each instance can have it's own operating system completely independent of other OS' on the server.
  - Each instance has it's own dedicated resources (i.e. a set amount of RAM, bandwidth, etc) that other instances can't use.
  - Cheaper than fully dedicated servers.
- Runs on virtualization software.

# Cloud Hosting

- Your Website runs on the “Cloud”, granting access to huge amounts of resources when required.
- The next step from virtual hosting.
- Users “pay as you go”:
  - More bandwidth, CPU, etc during a busy period.
  - Less during a quiet period.



# Question

- Which type of hosting is being described here: “the client leases an entire server not shared with anyone, and has full control over the server”
  1. Shared
  2. Dedicated
  3. Virtual
  4. Cloud



# Some tips for launching your Website

Make sure your hosting is sufficient

Get your social media accounts  
beforehand

Have ample content ready

Drop hints about the upcoming launch  
to build anticipation

Triple-check the technical details first

Launch on schedule

Provide easy ways of contacting you



Show site visitors a roadmap of what's  
to come

# Question

- Which is the incorrect completion to the sentence: “social media accounts...”
  1. should be setup long before launch
  2. allow easy communication with users
  3. provide no real benefit for a website launch
  4. can be used to build hype about your website before launch

# Search Engine Optimisation (SEO)



# On-site SEO

- On-site deals with all the variables you can control as the site's webmaster. These are primarily based around your use of keywords:
  - Page title tags <title>
  - Header tags <h1>, <h2> etc
  - Body of text
  - Anchor text <a href="http://www.example.com">Anchor text</a>
  - Domain name
  - Page URL
  - Image tags

# Researching Keywords

- Crucial in determining your page rank
- Numerous free tools available to suggest suitable keywords
- One of the most popular is KeyWord Discovery's free search term suggestion tool  
(<http://www.keyworddiscovery.com/search.html>).

# Meta Keywords

- Are OUT.
  - In your HTML file, in between the <head> tags there are two meta tags you can use which were created to help inform search engines about your website:
    - <meta keywords="...">
    - Don't waste your time.
- Meta Descriptions

# Link Text

- Avoid using “Click Here” links
  - Lack information for Search Engines
- Links should be short but descriptive.
- More importantly, links should be relevant to the content on the page they feature.
  - Search engines are clever enough to detect otherwise.

# Off-site SEO

- Off-site deals with the variables on other sites search engines use ranking your site. These include:
  - Number of links to your site
  - Relevancy of site linking to yours
  - ‘Authority’ of sites linking to your site
  - Anchor text used linking to your site



# Getting Linked To

- Good content
- Creating link bait:
  - Giving away something free
  - Launching a widget
  - Running an interview
  - Being controversial
  - Etc
- Online press releases
- Become active in your community
- Ask for them!

# Question

- Which of these will have no influence on a site's search engine ranking?
  1. Relevant set of keywords used throughout the site
  2. Use of header tags
  3. Links from external sites
  4. A comprehensive list of meta-keywords

# Summary

- Today
  - Domain registration.
  - Website hosting
  - The ‘checklist’.
  - Search engine optimisation
- Thursday
  - HTML5 and website tools
  - Practical
    - Social media, PHP and MySQL

# References

- <http://sixrevisions.com/web-development/10-simple-tips-for-launching-a-website/>
- <http://static.googleusercontent.com/media/www.google.com/en/webmasters/docs/search-engine-optimization-starter-guide.pdf>