



# Web Development

Week 12: Deployment



# Overview

- ↗ FTP
- ↗ Hosting
- ↗ Cpanel
- ↗ Meta Tags
- ↗ Google SEO and Page Ranking

# File Transfer Protocol (FTP)

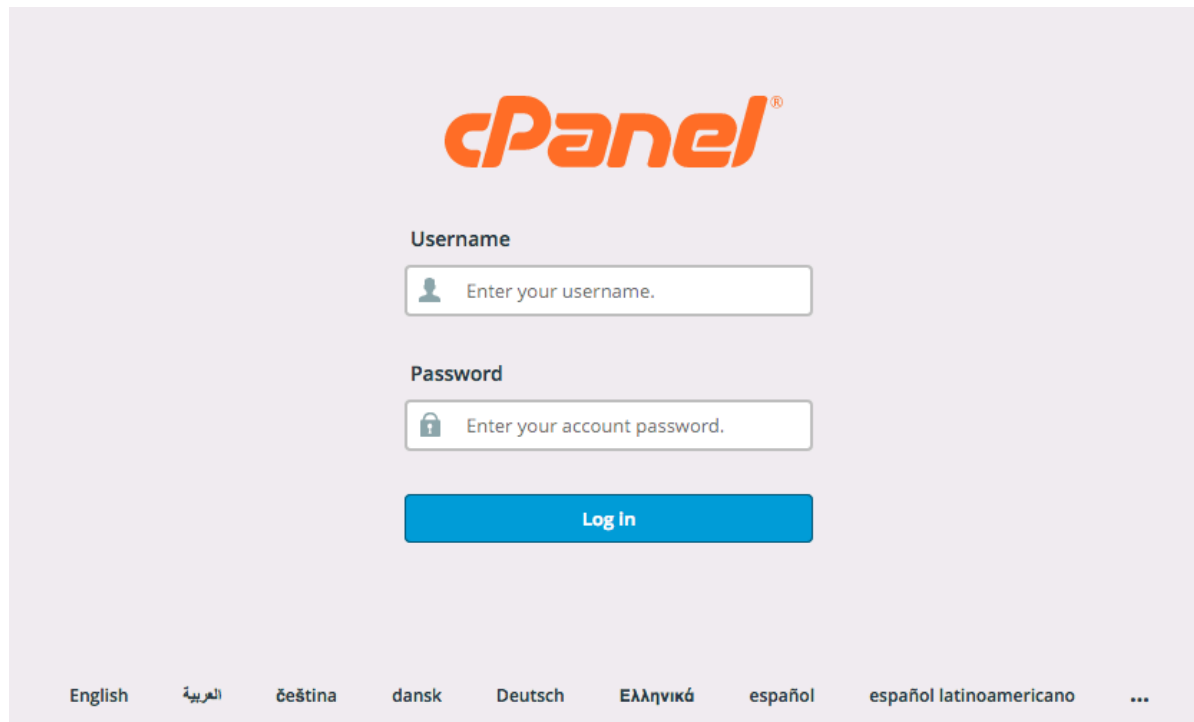
- The File Transfer Protocol (FTP) is a standard network protocol used to transfer computer files between a client and server on a computer network.

# Hosting

- To have a website on the web, we need hosting.
- There are a large number of web hosting companies that offer this as both a free and paid service.

# CPanel

- When you have got your hosting, you can control the setup of the site using CPanel



The image shows the CPanel login page. At the top is the CPanel logo in orange. Below it are two input fields: one for the username with a person icon and one for the password with a lock icon. A blue 'Log In' button is positioned below the password field. At the bottom, there is a horizontal list of language options: English, العربية, čeština, dansk, Deutsch, Ελληνικά, español, español latinoamericano, and an ellipsis for more languages.

**CPanel**

**Username**

**Password**

**Log In**

English العربية čeština dansk Deutsch Ελληνικά español español latinoamericano ...

# Login to CPanel

➤ The dashboard for Cpanel shows what we have control of:

The screenshot displays the cPanel dashboard interface. At the top, there is a dark blue header with the cPanel logo, a search bar, and a user profile icon with a bell and a 'LOGOUT' button. Below the header, the dashboard is organized into several sections:

- FILES**: Contains icons for File Manager, Directory Privacy, Disk Usage, Web Disk, FTP Accounts, FTP Connections, Backup, and Backup Wizard.
- DOMAINS**: Contains icons for Addon Domains, Subdomains, Aliases, Redirects, Simple Zone Editor, and Advanced Zone Editor.
- SOFTWARE**: Contains icons for CloudFlare, PHP, PHP PEAR Packages, Optimize Website, Offsite Backup, and Select PHP Version.
- ADVANCED**: A section at the bottom, currently empty.

On the right side, there is a sidebar with the following sections:

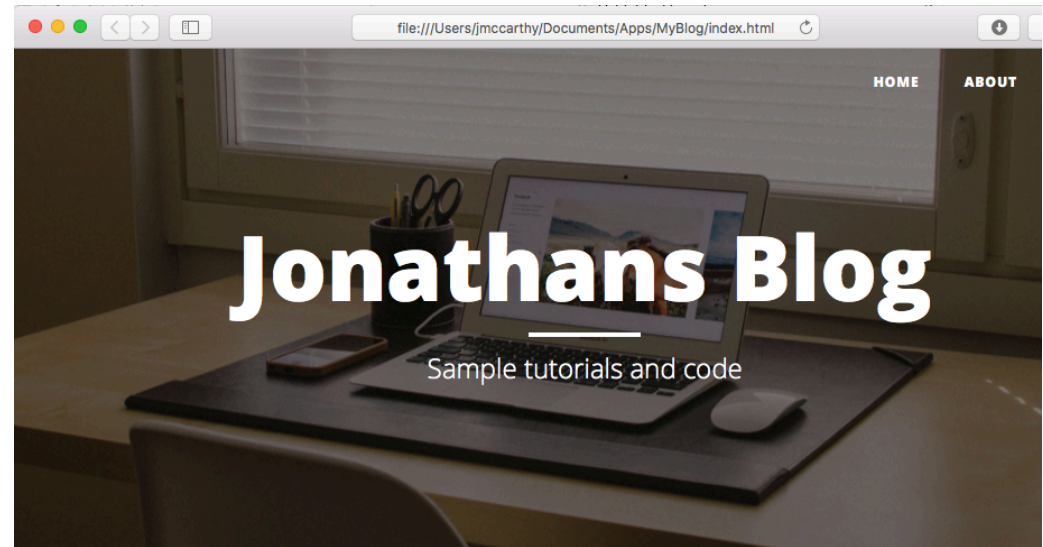
- GENERAL INFORMATION**: Includes Current User, Primary Domain, Home Directory, Last Login, Theme (set to 'paper\_lantern'), and a link to Server Information.
- STATISTICS**: Includes Subdomains (4 / 50 (8%)), Disk Usage (676.68 MB / 39.06 GB (2%)), FTP Accounts (4 / 250 (2%)), and Addon Domains (1 / 74 (1%)).

# Steps to Deploy Site

1. Create website on local machine
2. Get web hosting
3. Set site meta tags and register site with the Google Search Engine
4. Upload Website
  - ↗ File Upload
  - ↗ FTP

# Step 1: Create Site

- For this example I will use my simple blog site
- This site is currently on my laptop (locally)



**This blog has been at the very end of my wish list for the past two years!! My new years resolution will be to post some code and tutorials here on a regular basis.**

*Posted by Jonathan on January 24, 2015*

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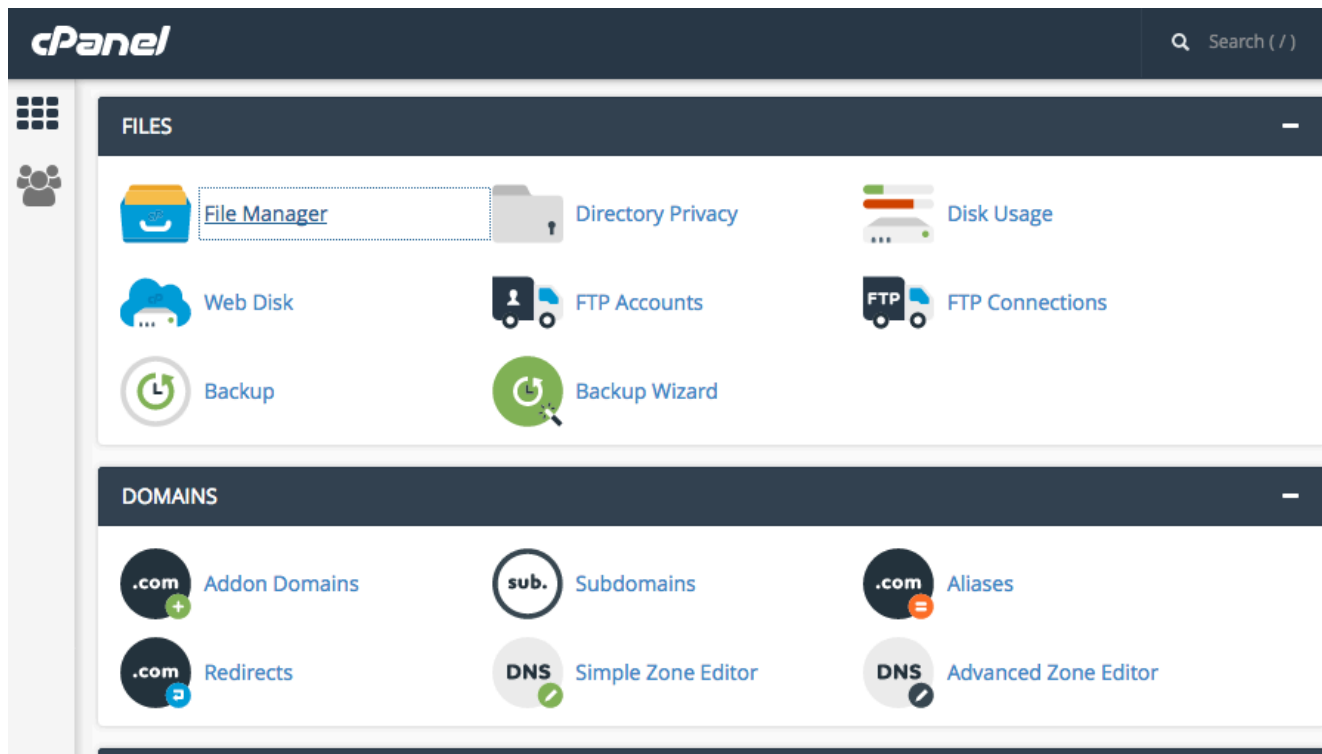
**Adding a HTML template to an ASP.Net MVC 4 Application**

**Tutorial Files**



# Step 2: Get Web Hosting

↗ I will use my own hosting for this example.



## Step 3: Meta Tags

- A meta tag is an HTML tag containing information for about a specific website.
- This will not display on the page, this is used by search engines etc to learn about the content of what is on the page.
- The Meta tags are kept in the head section of the page. The following are types of meta tags:
  - Title Tag
  - Description Tag
  - Keyword Tag

# Meta Tag Example

- `<head>`
- `<title>Jonathan's Programming Blog</title>`
- `<meta name="description" content="Jonathan's programming blog gives some really useful tutorials in the area of web development using HTML5, CSS3 and JavaScript">`
- `<meta name="keywords" content="HTML5,CSS3,JavaScript">`
- `</head>`

## Step 3: Meta Tags

↗ Google Video on Meta Tags

↗ <https://support.google.com/webmasters/answer/79812?hl=en>

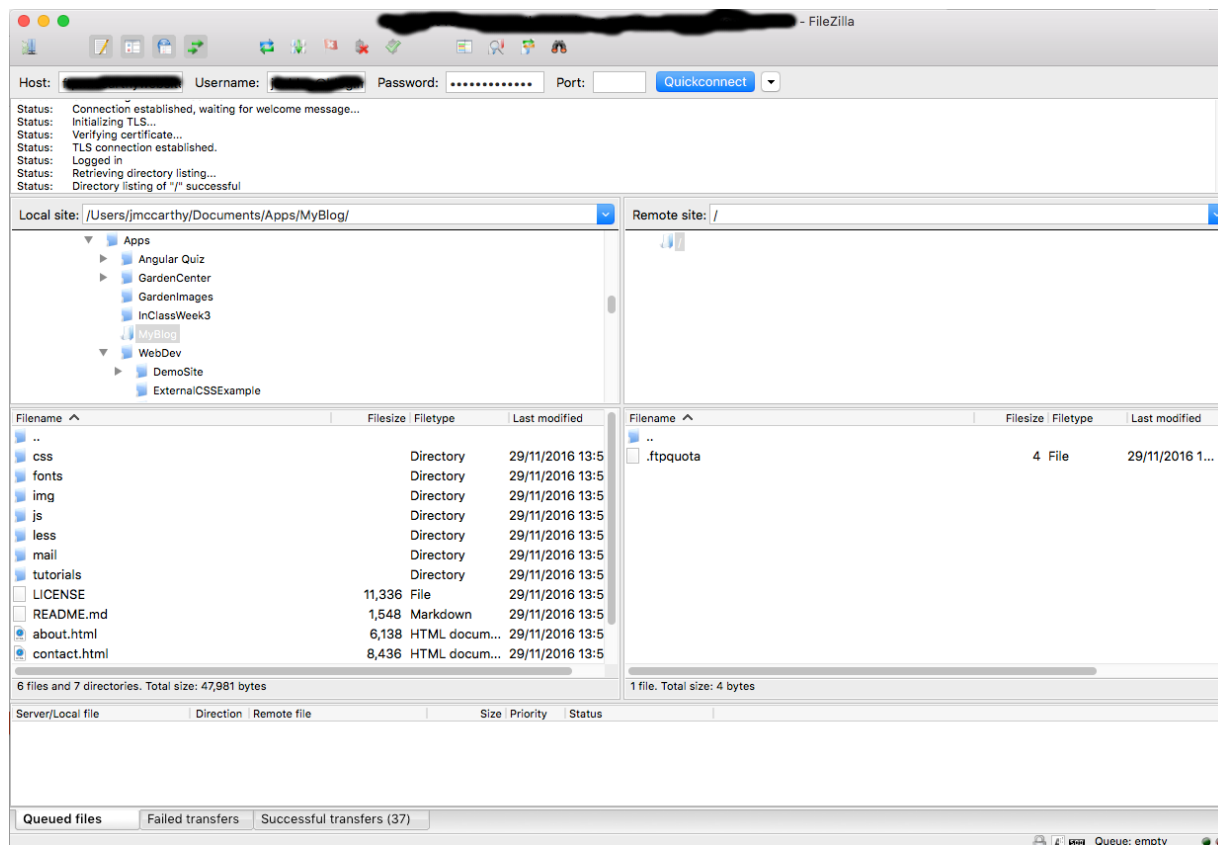
## Step 4: FTP Upload

- As Part of your site hosting, you will have access to FTP
- You will need a FTP username and password.
- To upload your site we will need a FTP client.
  - Eg. Filezilla
- Login to the FTP client application using your FTP login details

# FTP Client - Filezilla

➤ I have just logged in to my hosting using FTP in Filezilla

➤ The hosting is blank as this is a new hosting site!!



# Copy all files and folders to the hosting via FTP

Status: Starting upload of /Users/jmccarthy/Documents/Apps/MyBlog/tutorials/Using\_jQuery\_with\_JSON\_and\_API.docx  
 Status: File transfer successful, transferred 1,548 bytes in 1 second  
 Status: File transfer successful, transferred 4,671,536 bytes in 1 second  
 Status: Retrieving directory listing of "/"...  
 Status: Directory listing of "/" successful  
 Status: Disconnected from server  
 Status: Disconnected from server

Local site: /Users/jmccarthy/Documents/Apps/MyBlog/ Remote site: /

Filename	Filesize	Filetype	Last modified
css		Directory	29/11/2016 13:5
fonts		Directory	29/11/2016 13:5
img		Directory	29/11/2016 13:5
js		Directory	29/11/2016 13:5
less		Directory	29/11/2016 13:5
mail		Directory	29/11/2016 13:5
tutorials		Directory	29/11/2016 13:5
LICENSE	11,336	File	29/11/2016 13:5
README.md	1,548	Markdown	29/11/2016 13:5
about.html	6,138	HTML docum...	29/11/2016 13:5
contact.html	8,436	HTML docum...	29/11/2016 13:5
index.html	10,926	HTML docum...	29/11/2016 13:5

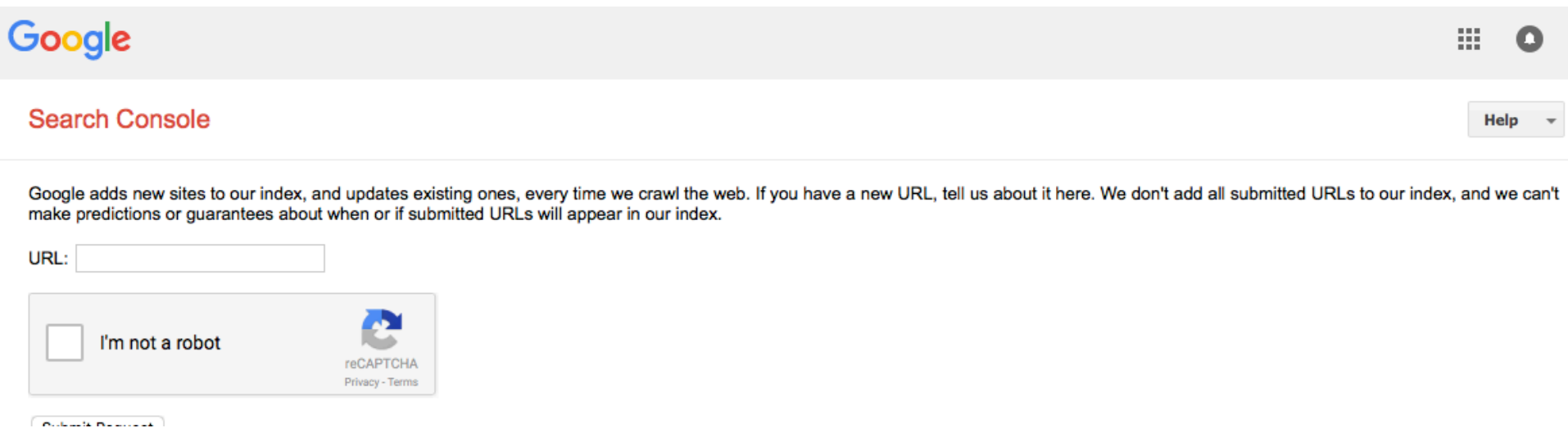
Selected 6 files and 7 directories. Total size: 47,981 bytes

Filename	Filesize	Filetype	Last modified
..		Directory	29/11/2016 1...
cgi-bin		Directory	29/11/2016 1...
css		Directory	29/11/2016 1...
fonts		Directory	29/11/2016 1...
img		Directory	29/11/2016 1...
js		Directory	29/11/2016 1...
less		Directory	29/11/2016 1...
mail		Directory	29/11/2016 1...
tutorials		Directory	29/11/2016 1...
.ftpquota	12	File	29/11/2016 1...
LICENSE	11,336	File	29/11/2016 1...
README.md	1,548	Markdown	29/11/2016 1...

7 files and 8 directories. Total size: 48,197 bytes

# Add Link to Google

➤ <https://www.google.com/webmasters/tools/submit-url?pli=1>



The screenshot shows the Google Search Console interface for adding a new URL. At the top left is the Google logo, and at the top right are icons for a grid and a notification bell. Below the logo is the 'Search Console' title and a 'Help' button. A paragraph explains that Google updates its index by crawling the web and that not all submitted URLs are added. Below this is a 'URL:' label followed by an empty text input field. Further down is a reCAPTCHA section with an 'I'm not a robot' checkbox and a reCAPTCHA logo. At the bottom left, a 'Submit Request' button is partially visible.

Google

Search Console

Help

Google adds new sites to our index, and updates existing ones, every time we crawl the web. If you have a new URL, tell us about it here. We don't add all submitted URLs to our index, and we can't make predictions or guarantees about when or if submitted URLs will appear in our index.

URL:

☐ I'm not a robot

reCAPTCHA  
Privacy - Terms

Submit Request



# Questions

