**Digital Marketing, Social Media and Web Analytics**

Implementing a Website using ‘Classic Google Sites’

For the needs of the coursework you have to design and implement a website. You’ll use this website in order to apply Search Engine Optimization techniques as well as ‘Google Analytics’ tools. During this tutorial you will gain hands-on experience to work with ‘Classic Google Sites’ - an easy to use and intuitive Web-based interface to design and maintain websites. You will be able to create your website without any knowledge of HTML or programming.

The following steps explain you how to create a website using ‘classic google sites’. For beginners it is recommended to follow these steps in the specific order they are introduced. After completing the task, you can continue experimenting with Google Sites and customising the website according to your requirements. As a student of the University of Westminster you can create websites using Google Sites that are either **private or public.**

**PLEASE NOTICE** that there are two types of ‘Google Sites’: ‘classic sites’ and ‘new sites’. **You are strongly advised to use ‘classic sites’**, as some options are not yet implemented in ‘new sites’. **All the instructions that follow are about ‘classic sites’.** ‘New sites’ still offer similar options but the interface will be different than to what is described in these notes.

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| **Step 1** Login to the University of Westminster intranet using your account, select Google Mail and apps and log in. |
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| **Step 2** Select **‘Sites’** on the top of the screen (It is under 'Apps'). The page will look like that: | ../../../../../../Desktop/Screen%20Shot%202018-01-18%20at%20 |

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| **Step 3** After clicking the icon ‘Sites’ you are transferred to a page that looks like:  ‘Google Sites’ are offered in two versions: ‘classic Sites’ and ‘new Sites’.  If you press ‘Create’, you are given the option to select ‘in classic Sites’ or ‘in new Sites’.  Make sure you select ‘in classic Sites’ | ../../../../../../Desktop/Screen%20Shot%202018-01-17%20at%20  ../../../../../../Desktop/Screen%20Shot%202018-01-17%20at%20 |

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| **STEP 4:** After selecting ‘in classic Sites’ you get the screen on the right. Use the blank template for your first website (you can try different templates later on). By defining the name of your site you also define the URL where this site will be hosted. Select an appropriate theme that defines the background and colour scheme of your website. Hit the More options tab where you can optionally define a category for your site and give a description if you wish. Press the Create Site button once all the options are set. Your new site is created with one default page called Home. | ../../../../../../Desktop/Screen%20Shot%202018-01-18%20at%20 |

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| **STEP 5:** Create new web pages by hitting the Create page (second option, after 'Edit') button at the top of the screen. Use any name you like for the new pages: e.g. Personal Details, Family, Studies, Hobbies etc. Put all these pages at the top level. Once created, you have to save the page before creating a new one. If you want to delete any of your pages then click More actions, Delete page. | **../../../../../../Desktop/Screen%20Shot%202018-01-18%20at%20**  MORE ACTIONS  ADD PAGE  EDIT |
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**STEP 6:** Now fill your pages with content. Put a welcome text to the Home page. Use any content you like (read coursework 1 specifications for more instructions / ideas) You can also see and edit the HTML source code directly by selecting the HTML option from the toolbar. Save your page. If you do not like the page title (Home) to be displayed on the top of the screen then you can hide that by selecting More actions, Page settings and deselecting the Show page title option.

**STEP 7:** If you wish you can insert a picture to a page: Edit page, Insert, Image, and browse for a suitable picture. Set the alignment and size of the picture as appropriate. Save your page before continuing.

**STEP 8:** You can create a bulleted list of your studies or hobbies or interests etc.

**STEP 9:** You can create a hyperlink to your Westminster page from your studies: select the appropriate text, click on Link, and select the Web address option. Save and try.

**STEP 10:** You can further refine the layout of any of your pages. Select the appropriate page, hit the Edit page button, and select Layout from the top toolbar. Try different layouts and customise your pages accordingly.

**STEP 11:** Insert some pictures: set the layout of the page appropriately (for example 3 columns with a header) may help you to organise your pictures better. You can also create a table and place your pictures there (Table, Insert table).

**STEP 12:** Extend your Website with more pages.

**STEP 13:** Once your site goes public many of the Google specific aspects and also the menus and formatting options will not be visible. It is now probably time to see your website as it will look for your visitors. Select More actions, Preview page as viewer. This view may give you some further suggestions for customisation.

**STEP 14:** You can change the basic settings of your site using More actions, Manage site. Going to General, for example, you can change the name of the site and set whether this name is displayed on the top of the screen or not.

**STEP 15:** Share your site with selected collaborators and viewers: More actions, Sharing & Permissions. Please note: currently you can only share your site with people from the my.westminster.ac.uk domain.

**STEP 16:** If you do not like the original theme of your site you can change that under More actions, Manage site, Themes. You can preview each of the options before making the changes permanent.

**STEP 17:** You can further manage your site in More actions, Manage site, Site layout. For example, you can put a university or company logo to your site by selecting the change logo option in the header. You can also customise colours and fonts in Manage site, Colours and fonts. **Explore all the option under ‘Manage Site’ and become familiar with what you can do in this section.**

**STEP 18:** You can create and then customise sites using pre-defined templates. These templates give you a good starting point. You can modify the site based on your needs, requirements, colours etc. Create a new site in Google sites. Select My sites on the top of the screen, and then Create new site. Instead of using the Blank template, select the Browse the gallery for more option. Select an appropriate category and a template within that category. You can preview the templates before selecting. Once selected start customising the template and fill it with your own content using the tools and skills you have learned above.

**STEP 19:** View your sites directly by copying and pasting the URLs into a different instance of the browser.

**ATTENTION**

The aim of this tutorial is to navigate you through the options you have in ‘classic Google Sites’. Practice further and explore your options. Next week you get the coursework and you should start creating your own website (more details next week).