## About My Site

It is quite an interesting but tiresome experience to set up a website from scratch. [Weiling Xiao’s Site](https://ursmart.github.io/weiling) is a site that I set up these days. The site is a homework in my Web 101 class at Sessions.

As a simple site for learning purpose, it has just in a simple way involved html, css and JavaScript, which are the three layers of the layer cake of standard web technologies. HTML is the markup language that we use to structure and give meaning to our web content. CSS is a language of style rules that we use to apply styling to our HTML content. JavaScript is a programming language that enables you to create dynamically updating content, control multimedia, animate images, and pretty much everything else.

The structure of my first site consists of a banner, a navigator, a sidebar, a main content area and a footer. Only the main content area is subject to change. The other sectors are almost fixed in position and content. The backgrounds, fonts, positions, etc. of each of the five sectors are controlled by CSS. And some JavaScript codes are used to realize a photo gallery.

My web goal is to set up a personal site. It will include [a biography about myself](https://ursmart.github.io/weiling/index.html), [some links that I would like my web visitors to go to](https://ursmart.github.io/weiling/links.html), [some of my favorite videos](https://ursmart.github.io/weiling/video.html), and [a photo gallery](https://ursmart.github.io/weiling/images.html), each of which will occupy a single page. My dream site will show my personality, achievement, interest, career prospect, etc. through the contents I provide including texts, pictures, videos and so on.

In order for visitors to come from other websites, I put the link to my site on my blog and social networking service pages. This is known as a little part of search engine optimization.

Anyways, it is not easy to design and build a website alone. One has to grasp the languages carefully to make the site run, own some art inspiration to get it attractive, and offer meaningful content to have it sustain.

## Google Analytics Statistics

I have setup google analytics to track visits to the site. When I paste the site url to the browser and visit it, statistics immediately shows 1 active visitor on the site, which page is active and the source is direct. If I click the navigator links, active pages change accordingly. When I click the link on my blog to my site, other things are almost the same but the source changes to be my blog site.

## Analysis

Michelleforboston.com is an official’s website for better serving the people of Boston. Michelle and his committee operate the site to gain trust from the community, broadcast latest news, raise donations, etc.

Michelleforboston.com uses four main parts to demonstrate the contents. Part 1 is a biography about Michelle including a text and several pictures. Part 2 displays her accomplishments and council notes. Part 3 publishes announcements and collects relevant news from the press. Part 4 provides involvement information with the Michelle committee, including subfields of contact, internships, donate and volunteer. The index page of the site also has doors to different contents besides the common navigator. This makes the site connect closely in itself. And this site employs NGP VAN for visitors’ signup and a google form for collecting volunteers’ information.

Michelleforboston.com has embedded the Michelle Wu Committee’s Facebook and Twitter pages in it. From the date of updates of these pages, it can be seen that they are updated regularly with photos, videos and messages of the committee’s activities. Under the policy’s council notes and the news’s press pages , there are images together with news titles having links to the corresponding posts, videos and radio records. These contents take on the task to keep the site from being stale. Visitors will feel impressed for an up-to-date site.

The audience of Michelleforboston.com is Boston’s people. Any person in Boston who is active in politics should know who their city councilor at-large is. So the site doesn’t have to do much promotion to make it well-known. This site is not for commercial purpose but can be regarded as a contact center of Michelle and her committee for Boston’s people. The site’s solemn but approachable theme matters more than its ranking does.

A few things from Michelleforboston.com I think can be applicable to my future web presence. First, I can use a google form to get comments about my site from the visitors. Second, I can embed Facebook and twitter pages into my site. Finally, the index page of Michelleforboston.com has a picture gallery with each linking to some content of the site, which is a good practice usable in my future web.