

## Creating a favicon

1. Go to [www.favicon.cc](http://www.favicon.cc) to design or generate the favicon icon that will appear before the title bar of every web page.
2. Download the favicon.cc file and save it in the img folder with other pictures used in the website.
3. Double check if the website page HTML file has the following code in the <head> area. **Every page needs it.**

```
<link rel="icon" type="image/x-icon" href="img/favicon.ico">
```

Preview the icon by double clicking the html file in browser, **Bracket preview doesn't work sometimes.**

# Before launching of your web site

SEO, add Keywords to your website:

1. Page Title
2. Meta Description (**Important**)

```
<html>
<head>
<title>Page title </title>
<meta name="description" content="UIUX
design specializing in App
development.">
<meta name="keywords" content="UX
design, UI design, Graphic Design,
Digital Illustration, Logo Design">
<meta name="author" content="Your Name">
</head>
```
3. Header (h1)
4. Sub Header (h2-h6)
5. Body Paragraphs
6. Image Alt Tags  
(description of the image as text)

## The "Perfectly" Optimized Page (for the example keyword phrase "chocolate donuts")

**Page Title:** Chocolate Donuts | Mary's Bakery

**Meta Description:** Mary's Bakery's chocolate donuts are possibly the most delicious, perfectly formed, flawlessly chocolately donuts ever made.

H1 Headline: Chocolate Donuts from Mary's Bakery	
Image Filename: chocolate-donuts.jpg	Body Text: _____
	_____ chocolate donuts. _____
	_____ donuts. _____
	_____ chocolate donuts. _____
	_____ donuts. _____
	chocolate. _____
	_____ chocolate donuts. _____
	_____ chocolate. _____
	_____ chocolate donuts. _____
	_____ chocolate donuts. _____
	_____ chocolate donuts. _____

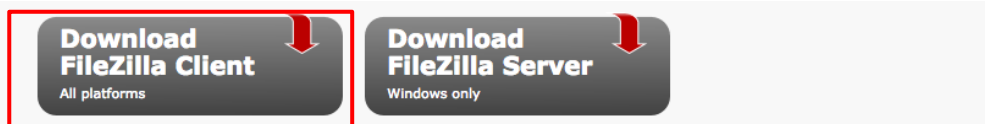
## Launching your site:

Uploading website to

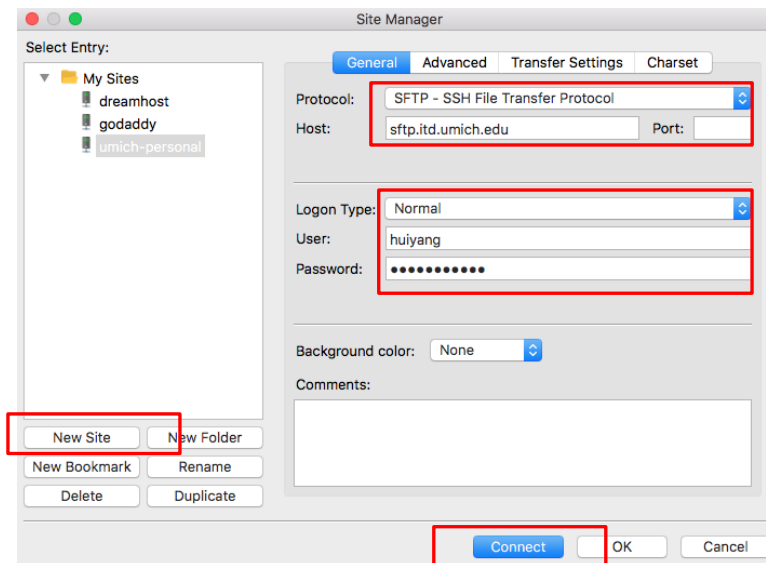
[http://www-personal.umich.edu/~your\\_umich\\_id/](http://www-personal.umich.edu/~your_umich_id/)

## Install FileZilla (a free but powerful web file management tool)

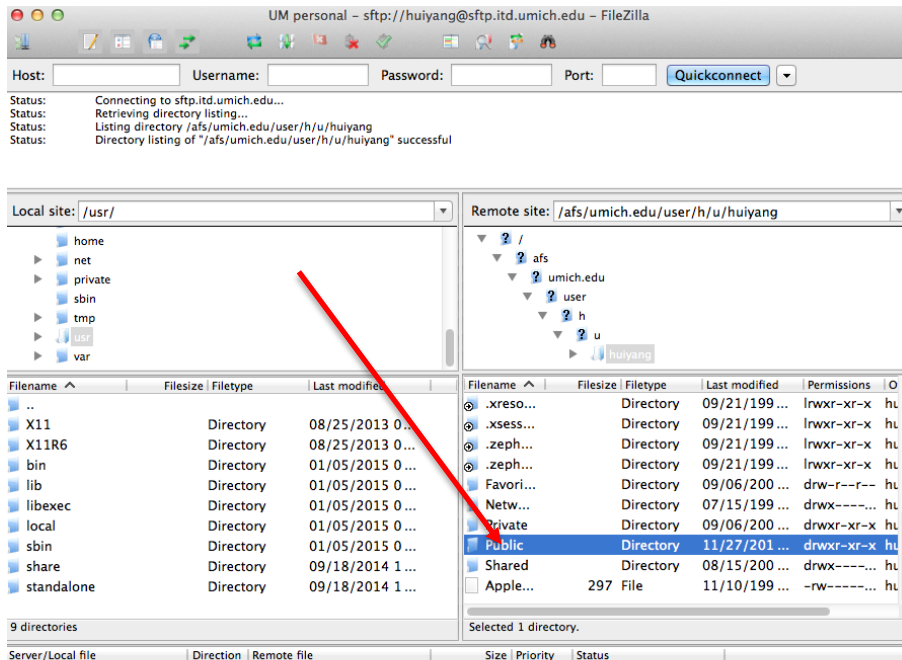
1. Go to <https://filezilla-project.org/>
2. Please download **FileZilla Client**



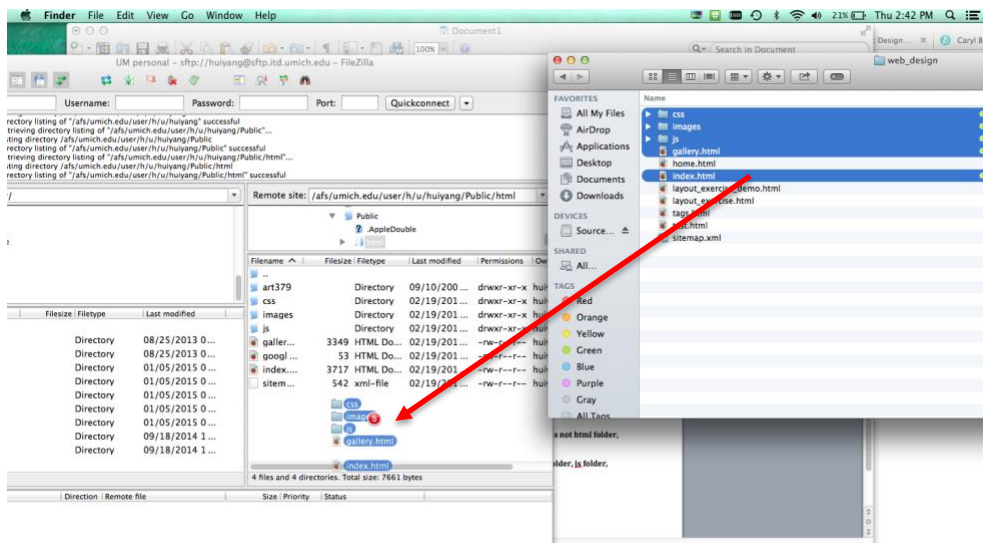
3. Open the **FileZilla** and go to > **File > Site Manager**
4. Click **new site** button on the bottom of left panel, give it a name, such as UM personal



5. Fill in the information in the right panel like the above (**Note:** the User name is your **Umich id** and Password is the **Umich password**)
6. Click the **Connect** button. Once the service is connected successfully, find the **public** folder in the right bottom of window and open it.



- In the public folder, find the **html** folder and open it. **If there is not a html folder, please right click and create a folder, name it as html**
- Open the **html** and drag your website files from your computer (css folder, images folder, js folder, your web pages, etc.) from the local computer folder to the **html** folder as shown below:



- Please give the uploading process a few minutes, it usually depends on the size of your site. Once the uploading is successful, you can check your site at the following URL:

[http://www-personal.umich.edu/~your\\_umich\\_id/index.html](http://www-personal.umich.edu/~your_umich_id/index.html)

Please **replace** the “**your\_umich\_id**” with your **umich id**, and then hit the go button.

**Your site is ready to go! Don't forget to share with your friends!**

## **Updating the website**

Note: if you have updates on your site, it **only** needs to **upload the new pages or linked images to the web server**. It is **not necessary** to upload the whole site file again.