Digicoders technologies (P) Ltd.

LECTURE NOTES

ON

INTERNET AND WEB TECHNOLOGY

Unit-5

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UNIT-5

Website Classifications

Websites

- Website is a collection of related web pages that may contain text, images, audio and video.
- The first page of a website is called home page. Each website has specific internet address (URL) that you needto enter in your browser to access a website.
- Website is hosted on one or more servers and can be accessed by visiting its homepage using a computernetwork.
- A website is managed by its owner that can be an individual, company or an organization.
- A website can be of two types:
  - Static Website
  - Dynamic Website

Static Websites

- A static website contains Web pages with fixed content.
- Each page is coded in HTML and displays the same information to every visitor.
- Static sites are the most basic type of website and are the easiest to create.
- A static site can be built by simply creating a few HTML pages and publishing them to a Web server
- Since static Web pages contain fixed code, the content of each page does not change unless it is man
- This works well for small websites, but it can make large sites with hundreds or thousands of pages difficult tomaintain updated by the webmaster.

Advantages of the Static Website

1) It is quick to develop.

2) It is cheaper to develop.

3) It is easier to host.

4) It is ideal for small websites.

5) It is easier for search engines to index.

6) It is faster to transfer on slow connections.

Disadvantages of static website:

1) It may cost more for long run.

2) For any changes you'll need to wait until your web designer has time to make the changes.

3) Limited functionality

4) Website editors need significant training and skills to develop the web site to modernday standards andpractices. This is often time consuming, expensive and ongoing.

Dynamic Website

- A dynamic website contains information that changes, depending on the viewer, the time of the day, thetime zone, the viewer's native language, and other factors.
- Dynamic websites contain Web pages that are generated in real-time.
- These pages include Web scripting code, such as PHP or ASP.
- When a dynamic page is accessed, the code within the page is parsed on the Web server and the resultingHTML is sent to the client's Web browser.
- The word "parse" means to analyze an object specifically.
- Most large websites are dynamic, since they are easier to maintain than static websites. This is because static pages each contain unique content, meaning they must be manually opened, edited, and publishedwhenever a change is made.
- Dynamic websites that access information from a database are also called database-driven websites.
- Dynamic pages, on the other hand, access information from a database. Therefore, to alter the content of adynamic page, the webmaster may only need to update a database record.

Advantages :

1. Restructuring of dynamic websites is simpler, so ensuring its longevity

2. Access to be able to content manage the web site from any laptop, anyplace in the world (that has web connection)

3. Website content contributors/editors only need basic content editing skills

4. Multiple user access for updating/content managing – Users or employees who are 'experts' in their subject will add information to their relevant section of the web site.

5. A Dynamic web site permits you to archive past material on a certain date or permits an item to be revealed or removed at a certain date automatically.

6. As the content is held within a database it permits the user to search the information for content, also a website map is automatically generated as content is added.

Disadvantages

1) For smaller firms a Dynamic web site might be too expensive or seen as unnecessary that the investment maynot be even
2) Slightly longer initial development time.
3) Cost of implementing training of Content management system to Client. Differences between static websites and dynamic websites

Static website	Dynamic website
A static website contains information that does not change. It remains the same, or static, for every viewer of the site.	A dynamic website contains information that changes, depending on the viewer, the time of the day, the time zone, the viewer's native language, and other factors.
It requires HTML, CSS and JavaScript.	It requires HTML, CSS and JavaScript as well as PHP or ASP.Net or JSP and database MySQL, SQL,Oracle.
Easy to develop and a bit experienced people can develop it.	websites not easy to develop because require qualify developers to develop it.
It never uses database connectivity.	It deals with database and generate the contents dynamically using database queries.
Websites are highly secure than dynamic sites because it behaves as a half duplex approach so only one way communication is possible i.e. server to client.	Websites are less secure because it behaves as full duplex approach so both side communications is possible so user can change the server data.

Web portal

●A web portal is a specially designed website that often serves as the single point of access for information.

●It can also be considered a library of personalized and categorized content.

● A web portal helps in search navigation, personalization, notification and information integration, and often provides features like task management, collaboration, and business intelligence and application integration.

Classification of Web portal

Web portals are classified as horizontal or vertical.

- A horizontal portal is used as a platform to several companies in the same economic sector or to the same type ofmanufacturers or distributors

. A vertical portal (also known as a "vortal") is a specialized entry point to a specific market or industry niche, subject area, or interest. Some vertical portals are known as "vertical information portals" (VIPs). VIPs provide news, editorialcontent, digital publications, and e-commerce capabilities.

Social Networking Site (SNS)

- A social networking site is an online platform that allows users to create a public profile and interact with otherusers.

- Social networking sites usually allow a new user to provide a list of people with whom they share a connection, andthen allow the people on the list to confirm or deny the connection.

- After connections are established, the new user can search the networks of connections to make more connections.

Pros of Social Networking Sites

- Social networking gives you a chance to connect with people around the world.
- This technology gives us access to easy, instant communication tools.
- Social networking creates brand exposure for businesses.
- The possibility of unlimited communication with other users.
- Real-time access to news and important information.
- Social networking reduces feelings of loneliness.

Cons of Social Networking Sites

- Risks of Fraud or Identity Theft
- Time Waster
- Corporate Invasion of Privacy
- It creates an association with depression with frequent use.
- Social networking can lower productivity levels and academic performance

RSS FEEDS

RSS (Really Simple Syndication)

- RSS is a type of web feed that allows users and applications to receive regular updates from a website or blog oftheir choice.

- The acronym RSS stands for Really Simple Syndication or Rich Site Summary. It is sometimes referred to as the feedor RSS feed.

•In the early days of internet, if you wanted to keep track of updates on your favorite website, then you had tobookmark it and then manually visit to see if there were any updates.

- RSS feed solved that problem by allowing users to keep track of their favorite websites without having to manuallyvisit the website each time.

- RSS allows bloggers and publishers to automatically syndicate their content, so that people can read it in theiremail, feed reader and other devices.

How Does RSS Feed Work?

- RSS feeds work by publishing your latest content in a structured XML document. This feed contains your full articlesor the summary, and metadata for each item like date, author, category, etc.

- This XML document can then be fetched and read with a RSS feed reader. There are many RSS feed reader softwareavailable for all operating systems, desktops, and mobile devices.

- All WordPress blogs come with built-in support for RSS feeds. By default, each page of your WordPress site containsa meta tag that points to your website's RSS feed location.

- You can disable RSS feeds in WordPress, but continue reading and you might change your mind about disablingthem.

What are The Benefits of RSS?

- RSS makes it easy for users to subscribe to your content. Using an RSS feed, they can receive updates from your blogor website directly in their feed readers, desktop applications, and many other devices.

- Subscribers don't have to remember your website URL because they can bring the content into a central locationwhere they like to read all of their favorite websites at once.

• Your content also becomes portable, and your subscribers can even take it with them for offline reading.

• RSS feeds help you build and nurture a loyal following around your blog. RSS subscribers are more likely

to share your content on social media. Many of our readers automatically tweet every new WPBeginner article using RSS feed.

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How to Use RSS Feeds to Read Your Favorite Websites?

• You can subscribe to RSS feeds by using apps called feed readers. There are many free feed readers available on themarket for all popular operating systems and devices.

• Following are just a few of the top RSS feed reader apps that you can use. • Feedly – (Web, Browser Add-ons, iOS,Android, Kindle)

• Innoreader – (Web, Android, iOS)

• The Old Reader (Web, Mac, Windows, Android, iOS, and more)

• Bloglovin' (Web, Android, iOS)

Blog

A Blog is an abbreviated word used for term "Weblog", This is a word used to describe different type of Websites andPortals specific which share information on topics or wider categories. It usually includes Features like Blog Posts, Videos, Comments, Links to other websites, Widgets, etc.

Blogging

Each and every skill you need to run and a Blog is called blogging. includes Skills Like manage Blogging Engine Optimization, Social Search Media Marketing, Writing, Editing and Publishing Posts, Designing and Maintaining theDesign of your Website, etc.

Things Needed for a Blog:

1. **Domain Name**

Domain name is a name people use to reach your website or Blog just like www.customizeblogging.com is a Domain name and you reach Blogging game by entering that URL in your browser's Web AddressBar. You can register a Domain name by going to any Domain name registrar's website and choosing a domain name and yes you if that nameis already registered you have to choose another one.

2. **Web Hosting**
   You need a Computer or you can say that server to store all of your website's data so that people could see it. Youwill store your all data in some Web hosting company's server.

Netiquette

Netiquette is a code of good behavior on the Internet. This includes several aspects of the Internet, such as email, social media, online chat, web forums, website comments, multiplayer gaming, and other types of onlinecommunication.

While there is no official list of netiquette rules or guidelines, the general idea is to respect others online. Beloware ten examples of rules to follow for good netiquette:

1. Avoid posting inflammatory or offensive comments online (a.k.a flaming).
2. Respect others' privacy by not sharing personal information, photos, or videos that another personmay not want published online.
3. Never spam others by sending large amounts of unsolicited email.
4. Show good sportsmanship when playing online games, whether you win or lose.
5. Don't troll people in web forums or website comments by repeatedly nagging or annoying them.
6. Stick to the topic when posting in online forums or when commenting on photos or videos, suchas YouTube or Facebook comments.
7. Don't swear or use offensive language.
8. Avoid replying to negative comments with more negative comments. Instead, break the cycle with apositive post.
9. If someone asks a question and you know the answer, offer to help.
10. Thank others who help you online.

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