

Tutorial Pack 4 Extensions

(90 minutes)

(To be optionally completed during LW4 tutorial or as homework)

1.1. Developing a live website with Google Sites

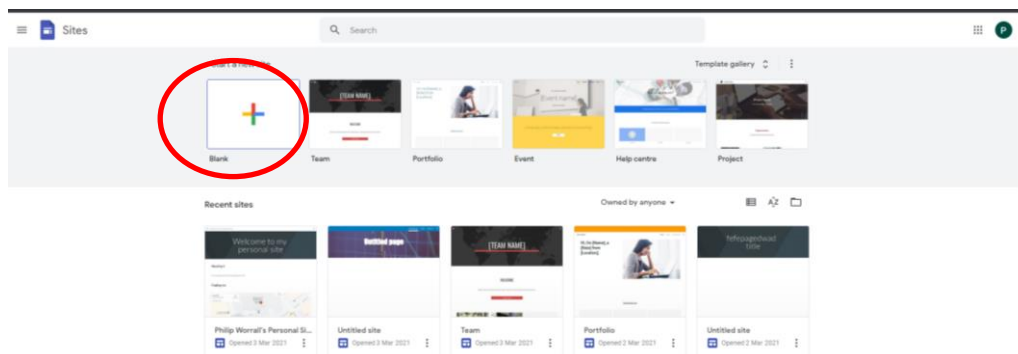
So far, we have developed a single offline page using raw HTML. For this to be available on the internet it needs to be published to the web by uploading it to a relevant web server¹.

We are going to take advantage of the fact that as part of your university account you have access to Google Sites, a free online web hosting service (albeit with some limitations) with a graphical designer.

STEP 1: Login to the University of Westminster intranet using your account (or your own personal Google Account), select Google Mail and apps and log in. Select Sites from the list of apps dropdown on the top right-hand side of the screen.

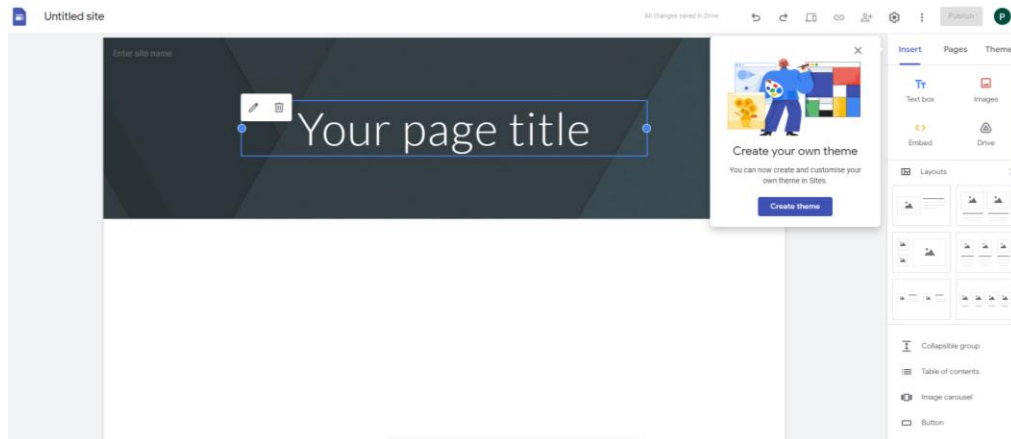
In case you cannot see the shortcut to sites, you can also just visit <https://sites.google.com/new> and login with your Google Account.

STEP 2: Open Google Sites

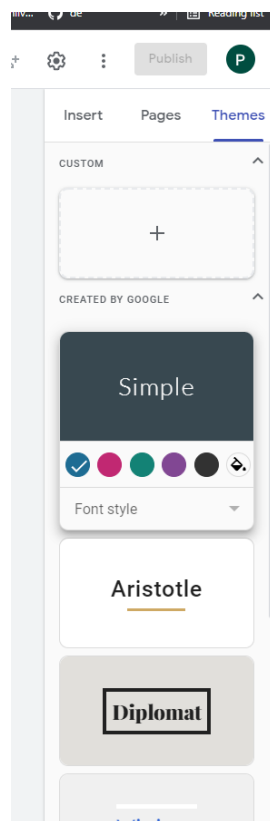


STEP 3: Use the blank template for your first website (you can try different templates later).

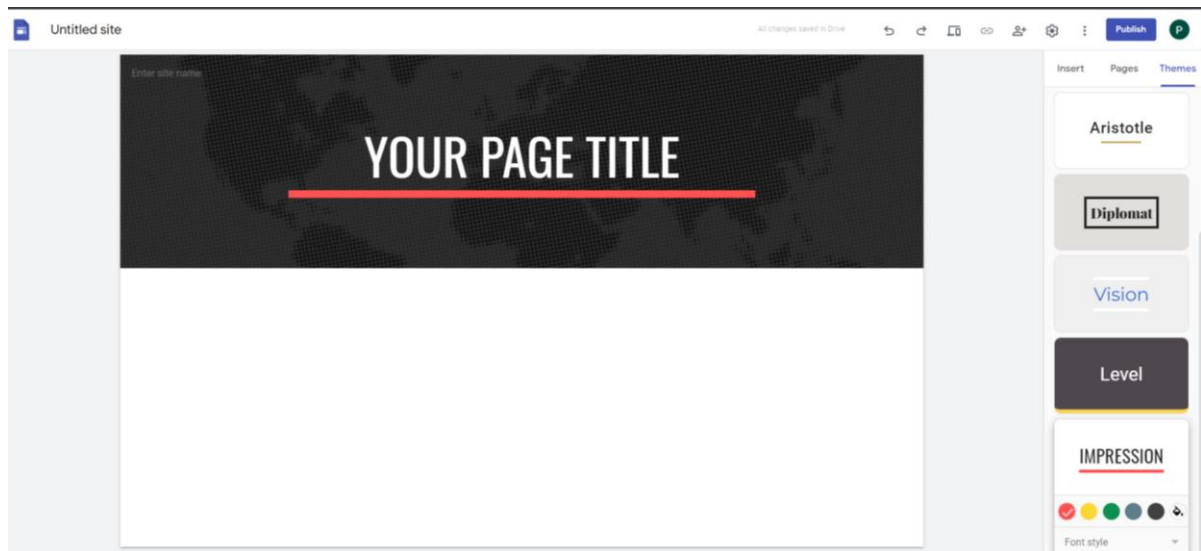
¹ If you want to practice your web development skills in your own time you might consider purchasing some 'real' web space from a web hosting provider. Usually this costs between 5 and 10 pounds per month. See www.123-reg.co.uk for details.



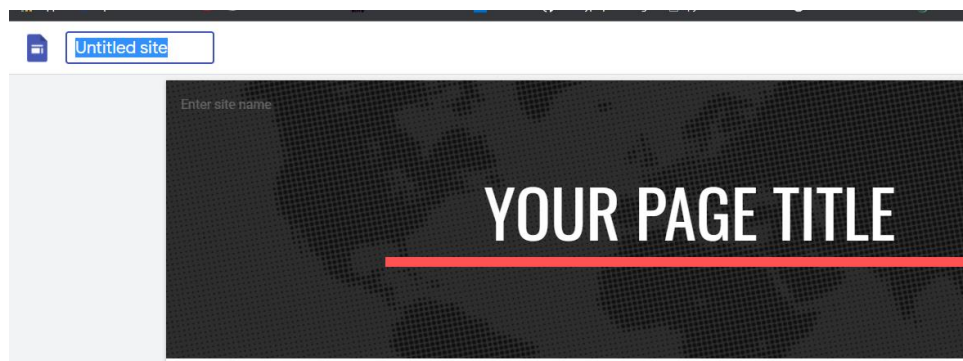
From the right-hand menu select the Themes tab and choose a theme for website.



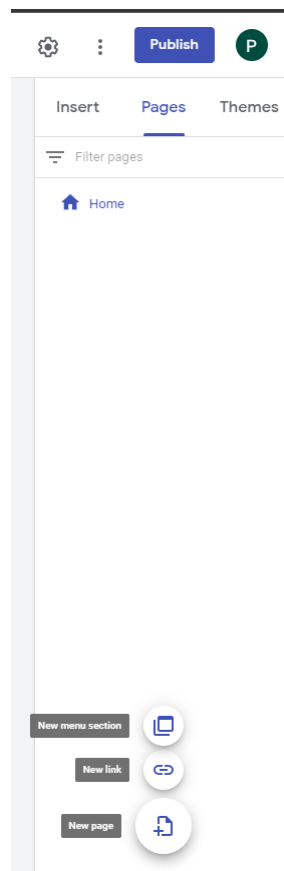
In the example below I have selected the **Impression** theme. You can also customise the font colour and the font style using the drop-down menu.



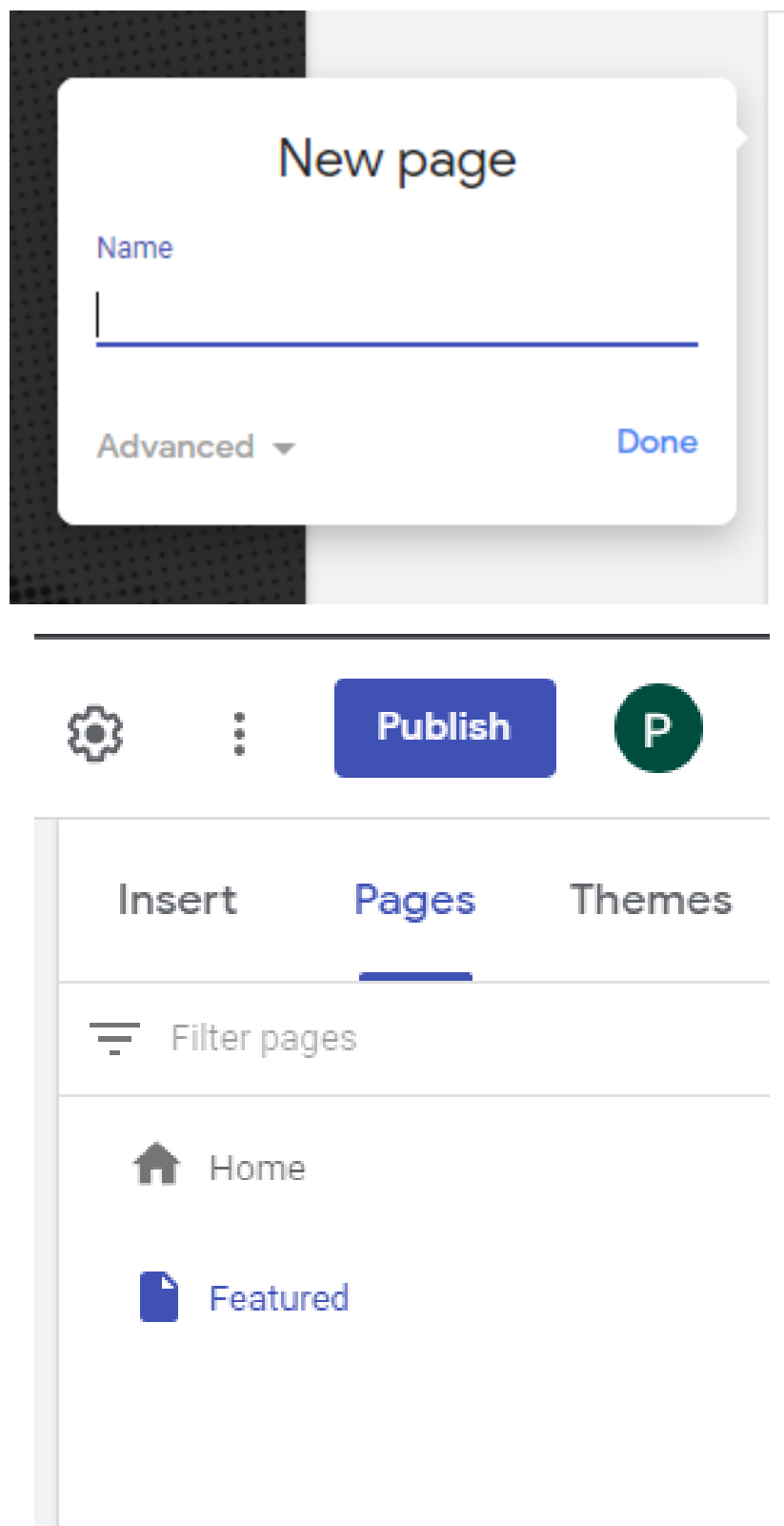
The name of your website can be set using the text box shown in the top left-hand corner.



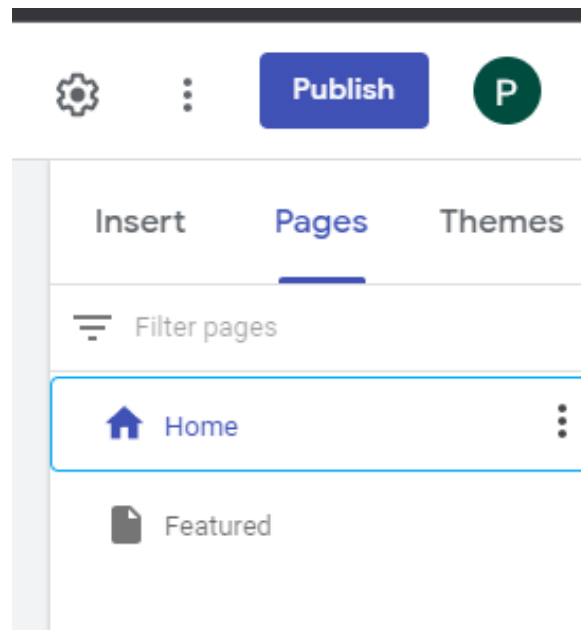
STEP 4: From the Pages tab we can add new pages to our site. At present we have just a single page called Home, this is the page that will get loaded whenever a user accesses our website without specifying a particular resource. This is also known as the index or root page.



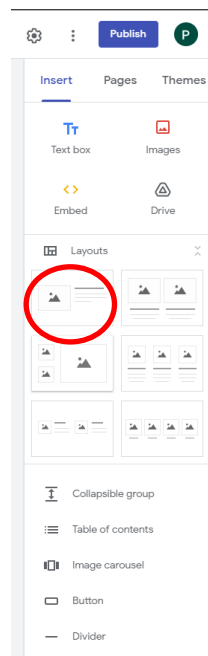
To add a new page, click on the (+) plus link and select new page. Add a title to the page and click “Done”. In this case I want to create a new website, so my second page will be called Featured and will contain information about a breaking news item.



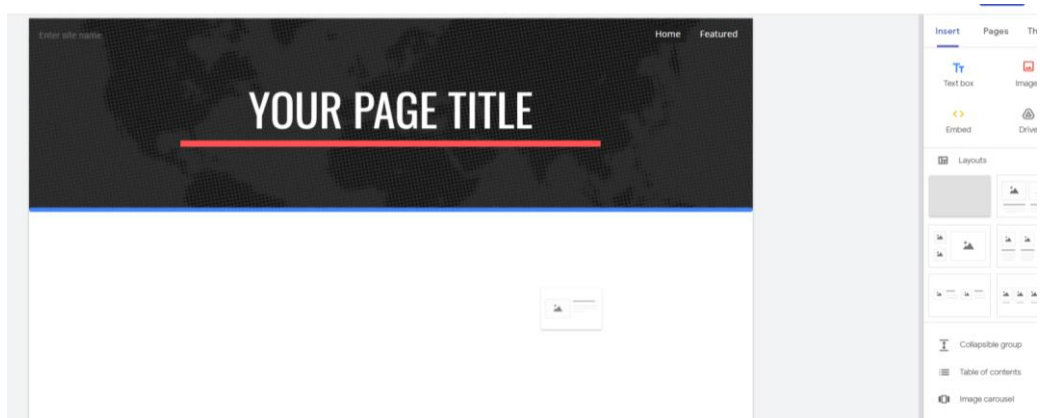
You can go backwards and forwards between the pages present on your site by clicking on them. The page shown in blue indicates the active page currently being edited.



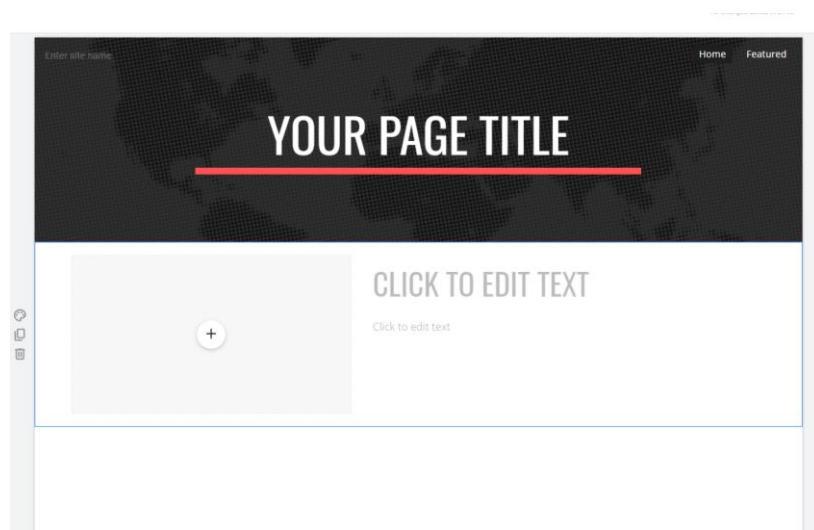
STEP 5: Before adding content to the homepage, we should pick a suitable layout. In this case I am developing a news website, so I choose the two-column format. The left-hand column will contain an image to represent the news story where as the right hand column will contain the story's text.



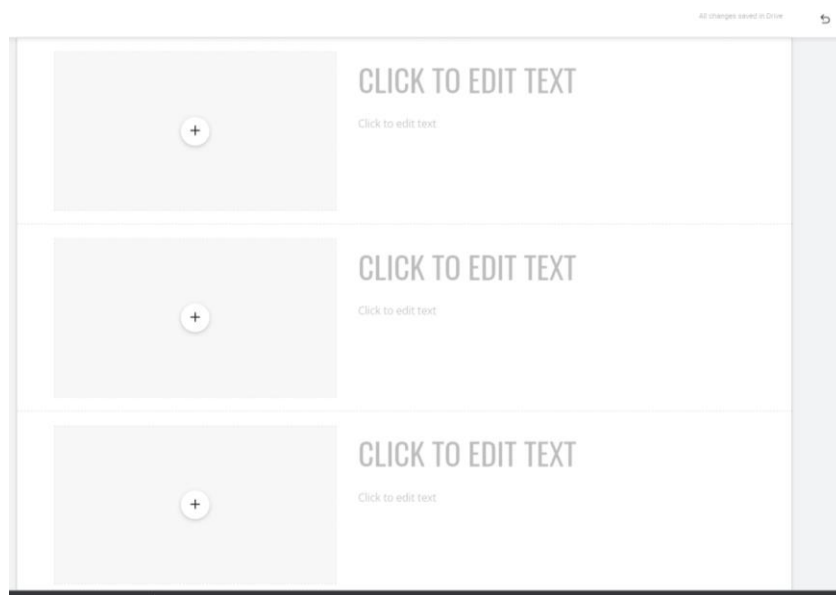
Select the correct layout and drag on drop it into the blank space on the homepage.



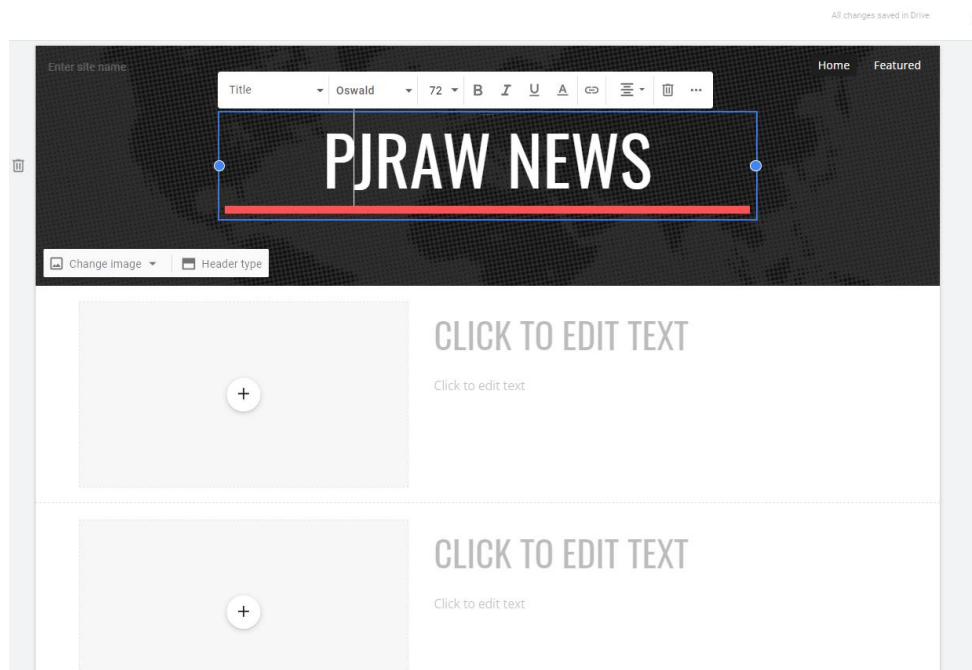
The home page should then resemble the following



I repeat this process twice more so that I have three rows in my layout.



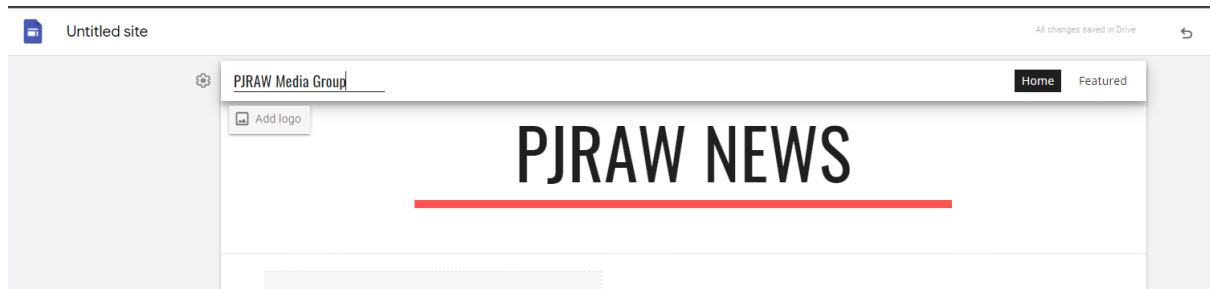
STEP 6: Next, I have updated the title of this page by clicking on the title and adding some text. You can also experiment with different font styles and sizes.



I have also modified the header at the top by changing the header type. I have then set it to title only. Feel free to experiment with the different options.



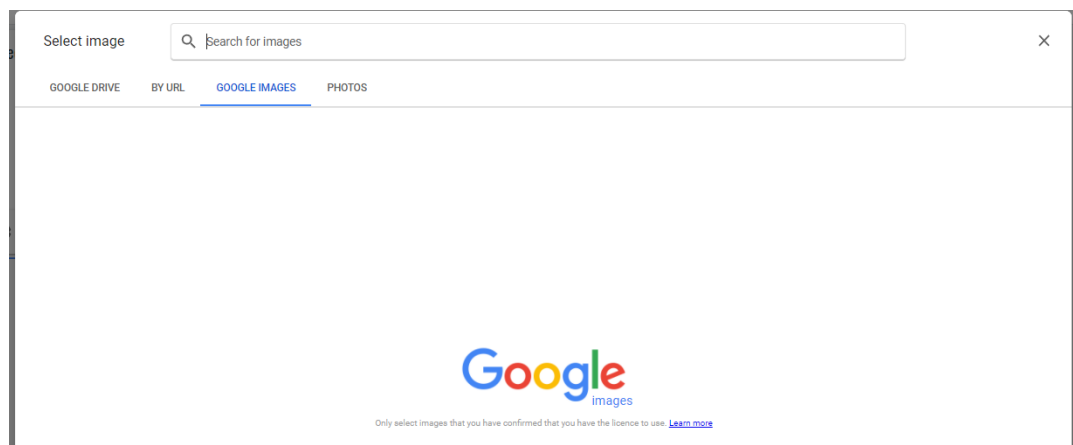
STEP 7: Next, I have modified the title of the entire site by editing the text in the top left hand corner of the page.



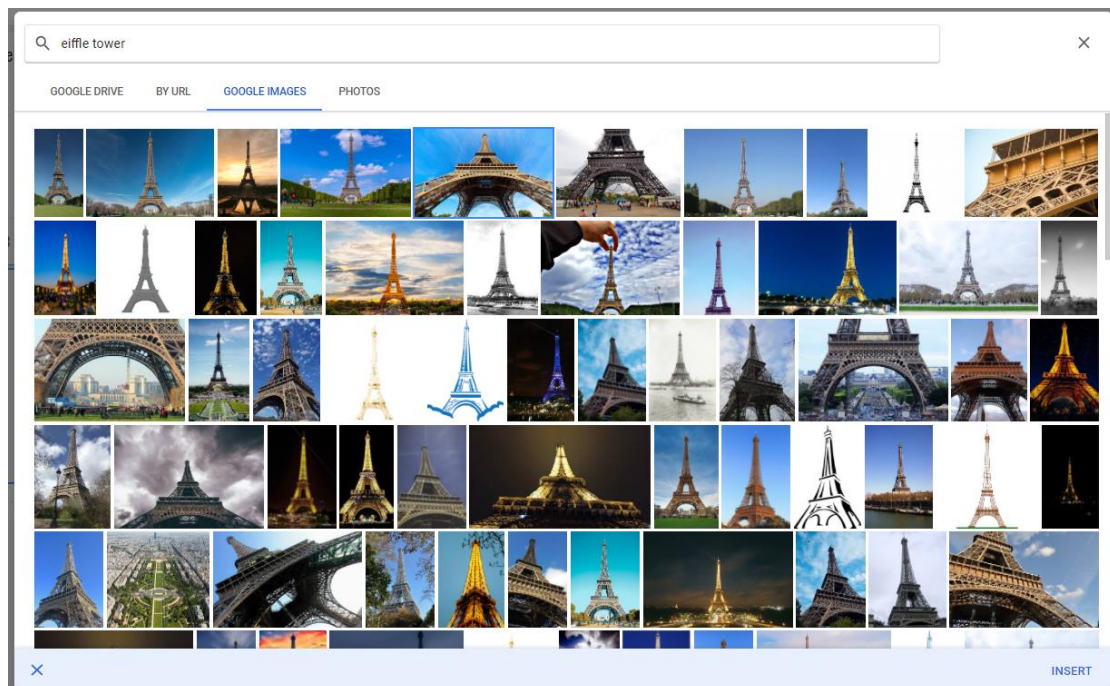
STEP 8: To add an image to our first column click on the (+) plus sign inside the box. When the menu appears select the option “select image”



Images can be uploaded from your PC, from your google drive, from the web or from a Google Image Search. In this can I am going to use an image from Google Images



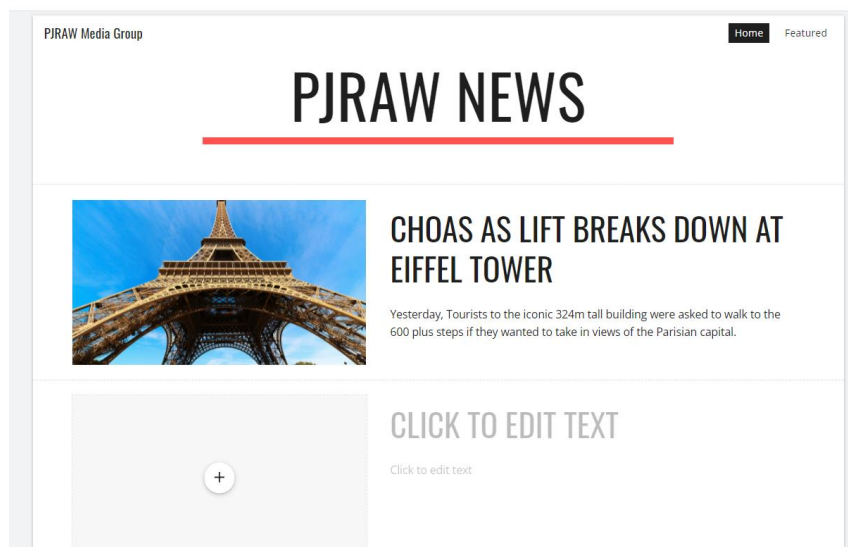
My first news story is going to be about the Eiffel Tower in Paris. Double click a suitable image to add it to your site.



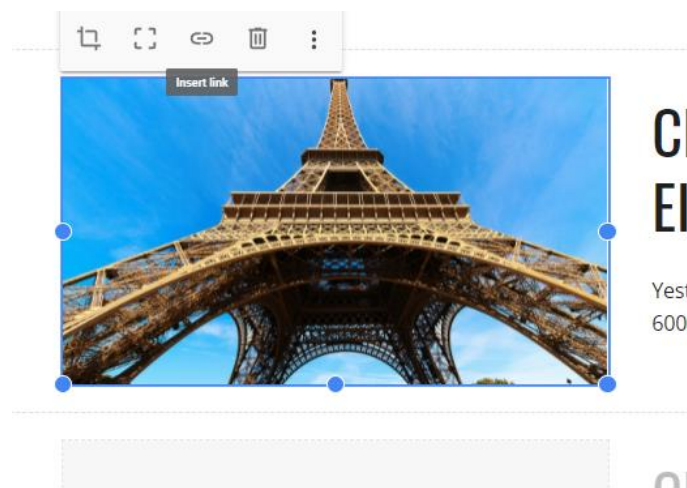
Now the image appears in the first column.



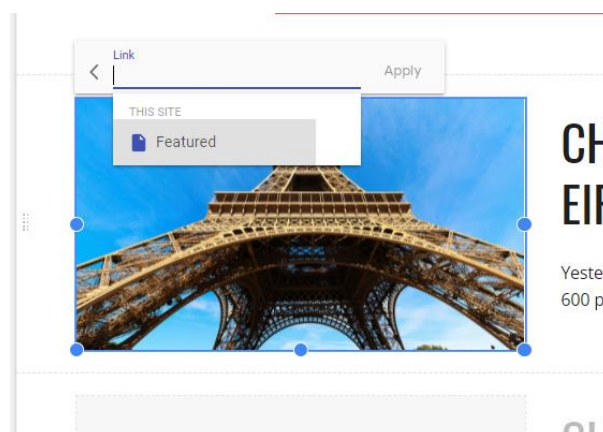
I have then added some text for this story, including a headline that is shown in bold font.



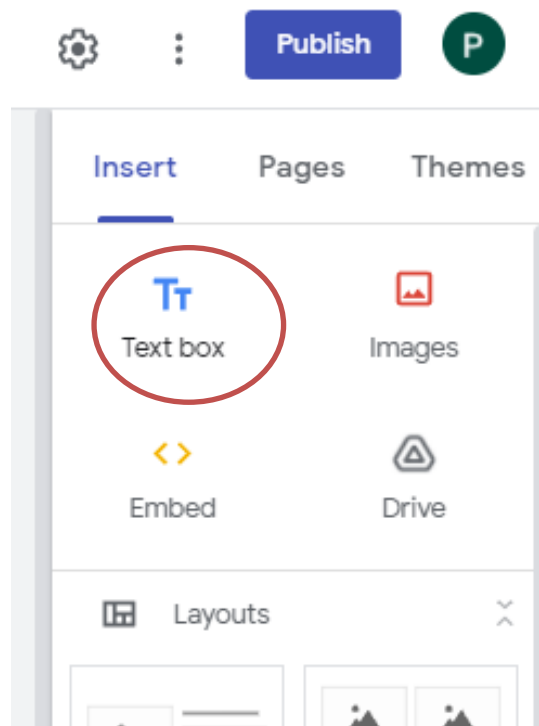
Recall that my featured story was going to contain more information about today's most popular story. In that case I will add a link to this page when the user clicks on the Eiffel Tower image. To do this hover your cursor over the image and select the option to Insert Link.



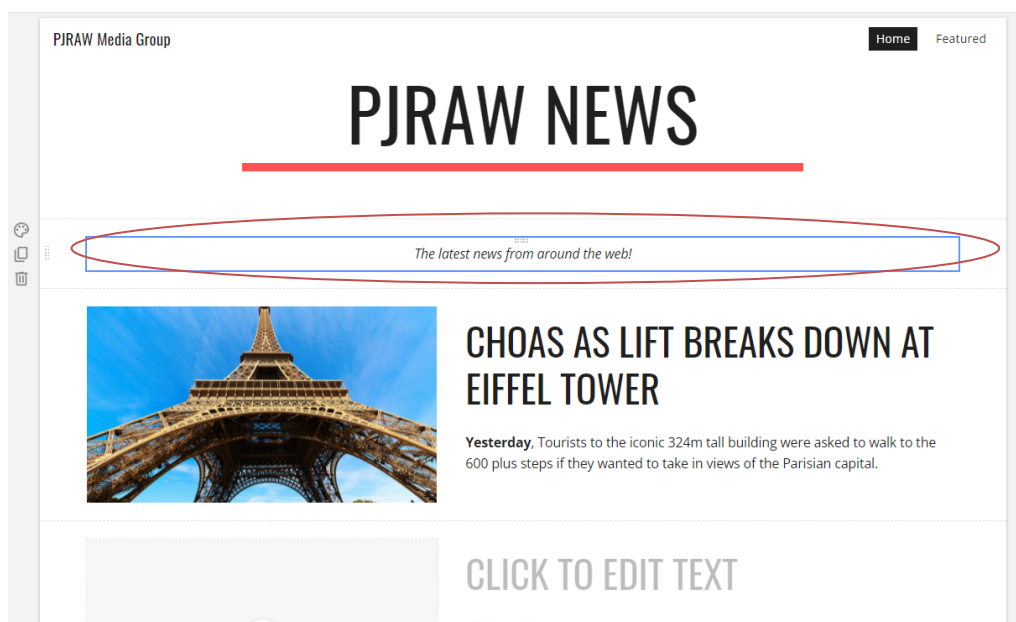
The link I am going to use is to the Featured page.



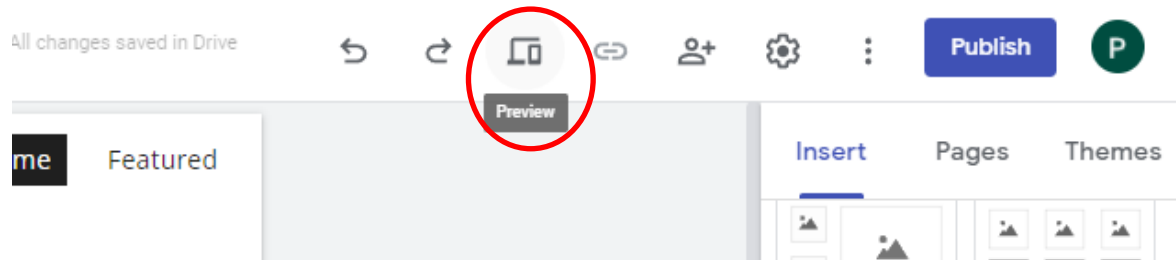
Additional components can be added from the Insert menu. In this case I am going to add a text box that appears above the list of stories. In that case a drag a Text box component into the appropriate position.



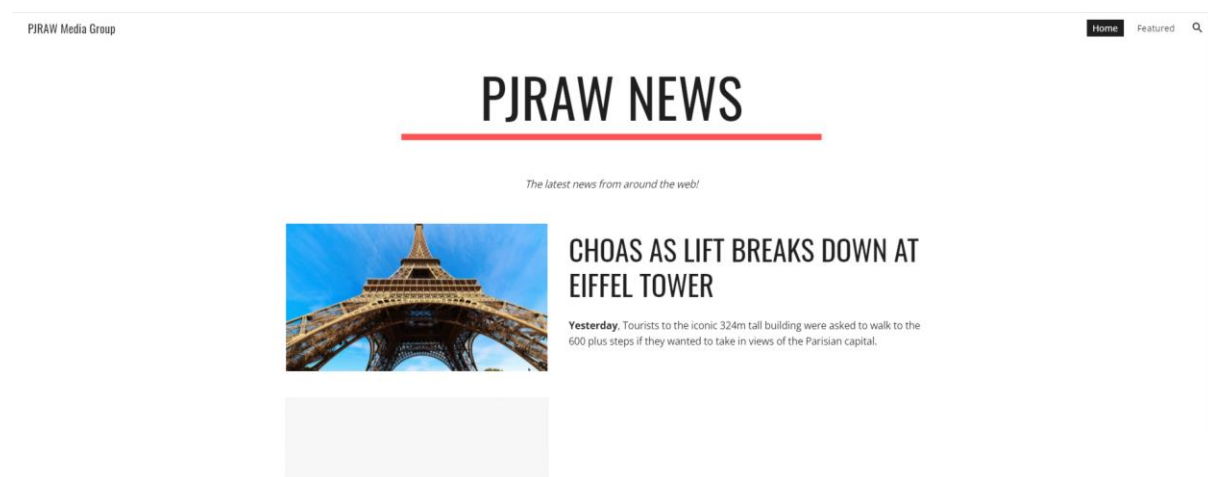
I then customise the text shown in the text box.



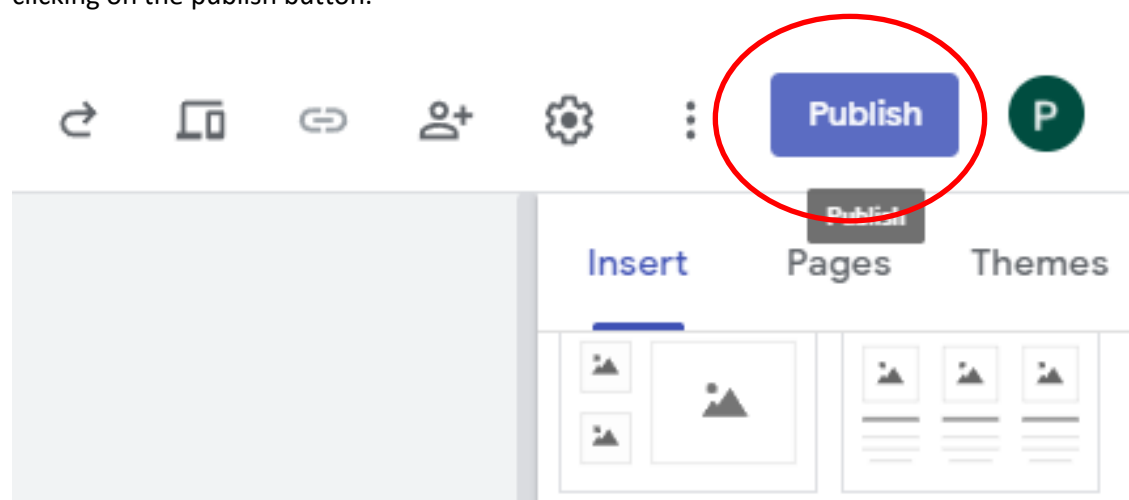
STEP 8: To get an idea of what your website looks like when viewed by users you can click on the Preview button. This will display the page without any of the editing tools visible.



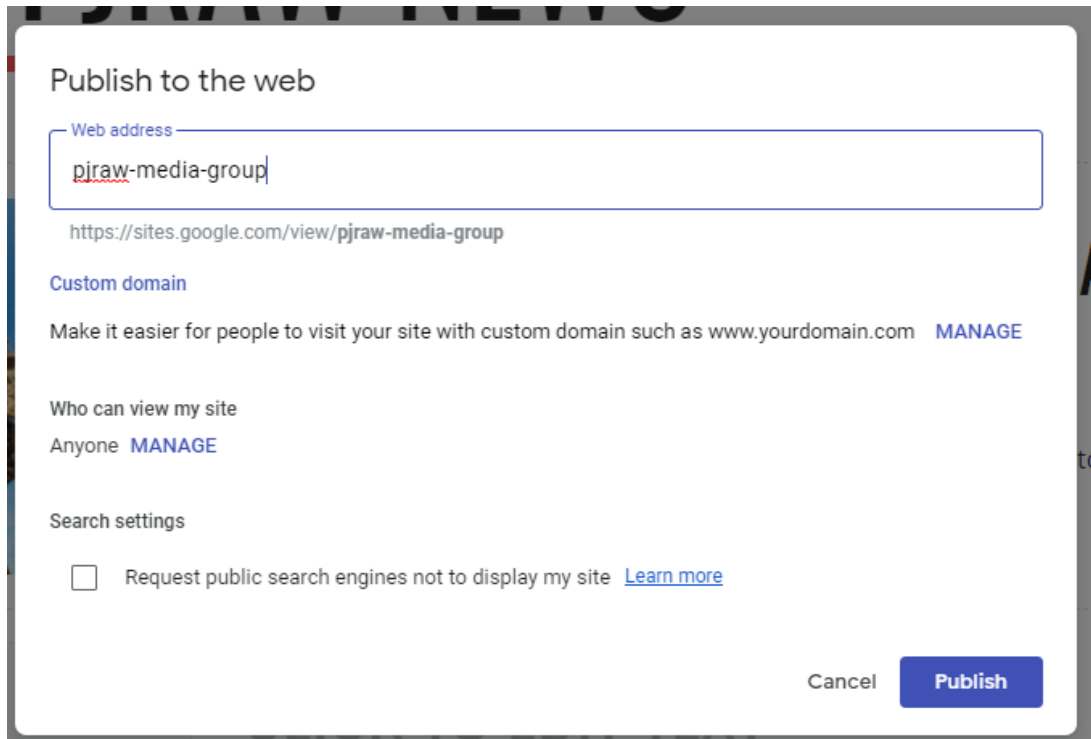
Looking good so far although more stories still need to be added.



STEP 9: Before users can access your site, it will need to be published to the web. You can do this by clicking on the publish button.

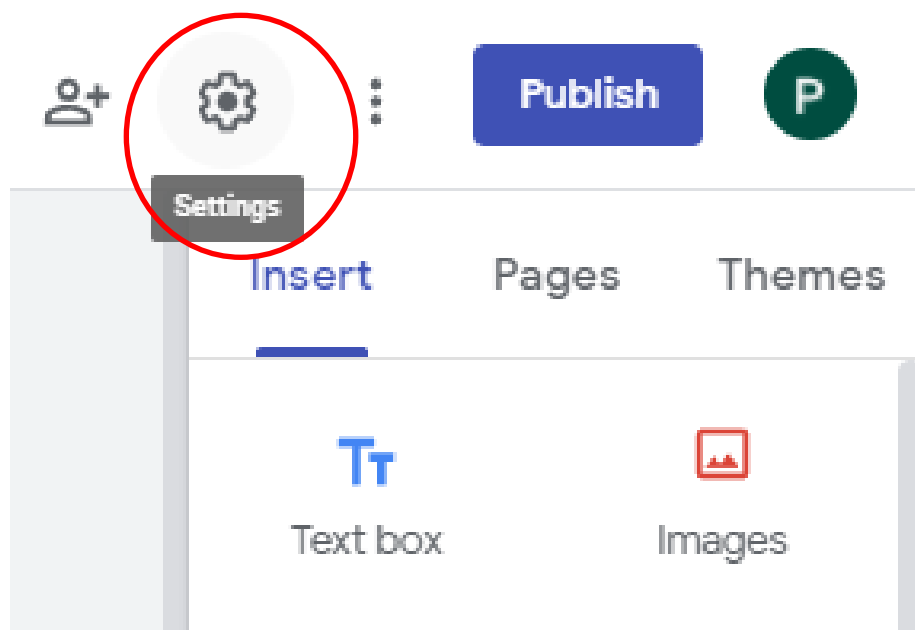


When publishing your site to the web, the URI used to access the site will depend on the name chosen for your website. As URIs must be unique you may have to change your sites name so that it doesn't conflict with anyone else's. By default, your site will be hosted under the sites.google.com subdomain.



The screenshot shows the 'Publish to the web' dialog box. At the top, it says 'Publish to the web'. Below this is a 'Web address' field containing 'pjrrow-media-group'. Underneath the field, the URL 'https://sites.google.com/view/pjrrow-media-group' is displayed. There is a 'Custom domain' section with the text 'Make it easier for people to visit your site with custom domain such as www.yourdomain.com' and a 'MANAGE' link. Below that is the 'Who can view my site' section, currently set to 'Anyone' with a 'MANAGE' link. The 'Search settings' section has a checkbox for 'Request public search engines not to display my site' and a 'Learn more' link. At the bottom right are 'Cancel' and 'Publish' buttons.

STEP 10: Additional site settings can be access through the settings button.



One of the more notable settings is the Analytics configuration. Should you wish to enable page tagging through Google Analytics you will need to fill out the tracking ID. This ID can be generated by creating a Google Analytics account for your published site. Once copied into the box below you will need to toggle the switch to enable analytics.

Settings ×

Analytics setting changes take effect immediately after closing this dialogue

- Navigation
- Brand images
- Viewer tools
- Custom domains
- Analytics**
- Announcement banner

Connect your site to a Google Analytics account to get insights and metrics on usage. [Learn more](#)

Google Analytics tracking or measurement ID

Enable analytics ☐

Additional Exercises

- Add two additional news stories on the homepage
- Modify the featured page so that it uses a suitable layout and contains more information about the featured story.
- Ensure that all the images used on your site use suitable captions and alternate text.
- Publish your site to the web and confirm that it can be accessed from an alternative location.
- Add a footer to the bottom of your site that contains a fictitious address and telephone number corresponding to your news organisation.
- Sign up for a google analytics account and obtain a tracking ID. Use this ID to link your google analytics account to your new website. NB you may have to use a non-student Google account for Google Analytics.