

WEB TECHNOLOGY

Unit - I

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Web Technology: Introduction

Web Technology refers to the tools and techniques used to create, maintain, and run websites and web applications. These technologies enable communication between computers over the internet and help build user-friendly websites and platforms.

Key Components of Web Technology:

1. **Websites and Web Pages:** A website is a collection of web pages. A web page is a document displayed in a browser.
2. **HTML (HyperText Markup Language):** The basic structure of web pages.
3. **CSS (Cascading Style Sheets):** Used to style web pages (colors, layouts, fonts).
4. **JavaScript:** Adds interactivity and dynamic behavior to web pages.
5. **Web Servers:** Computers that host websites and serve them to users (e.g., Apache, Nginx).
6. **Web Browsers:** Applications that allow users to access and interact with web pages (e.g., Chrome, Firefox).
7. **Databases:** Store data for dynamic websites (e.g., MySQL, MongoDB).

Web Development Strategies

Web Development Strategies are the approaches and methods developers use to design, build, and maintain websites. These strategies ensure websites are functional, user-friendly, and meet the desired goals.

1. Plan and Define Goals

- Understand the purpose of the website (e.g., e-commerce, blog, portfolio).
- Identify the target audience.
- Define clear objectives (e.g., increase traffic, improve user experience).

2. Choose the Right Technologies

Decide which tools and languages to use:

- Frontend: HTML, CSS, JavaScript.
- Backend: PHP, Python, Node.js.
- Database: MySQL, PostgreSQL.

3. Responsive Design

- Make websites adaptable to different screen sizes (mobile, tablet, desktop).
- Use CSS frameworks like Bootstrap for easier responsiveness.

4. Optimize Performance

- Minimize the size of images and scripts to make the website load faster.
- Use caching to store frequently accessed data.

5. Ensure Security

- Protect user data with HTTPS (SSL/TLS encryption).
- Prevent attacks like SQL injection and cross-site scripting (XSS).

6. Test and Debug

- Test the website for functionality, design, and compatibility across browsers.
- Fix any issues before launching the website.

7. Search Engine Optimization (SEO)

- Use SEO techniques to improve the website's visibility on search engines like Google.
- Include relevant keywords, meta tags, and optimized images.

8. Maintenance and Updates

- Regularly update content and technologies.
- Fix bugs and improve features to keep the website relevant.

Example of a Simple Web Development Strategy

Suppose you are building an e-commerce website:

1. **Plan:** The website will sell products to customers in the USA.
2. **Frontend:** Use HTML, CSS for layout and design, and JavaScript for interactivity.
3. **Backend:** Use Node.js to handle orders and connect to a MySQL database for storing product information.

4. **Responsive Design:** Ensure the website looks good on both mobile and desktop devices.

5. **Security:** Use HTTPS to secure transactions and protect customer data.

6. **Testing:** Check the website on different browsers and devices to ensure it works perfectly.

By following these strategies, developers can build reliable and efficient websites.

History of Web and Internet

The Internet:

The internet is a global network of computers that allows them to share information. It started as a government project and became the backbone of modern communication.

1. 1960s:

- The U.S. Department of Defense created a network called ARPANET to connect research computers.
- This was the first step towards building the internet.

2. 1970s:

- Email was introduced, making communication faster.
- TCP/IP protocols were developed to standardize communication between computers.

3. 1980s:

- More universities and businesses started connecting to the internet.
- The Domain Name System (DNS) was created, making it easier to identify websites with names instead of numbers (e.g., www.example.com).

4. 1990s:

- Tim Berners-Lee invented the World Wide Web (WWW) in 1991, making the internet user-friendly.
- The first web browser, Mosaic, was launched in 1993, followed by Netscape Navigator.
- Websites and e-commerce platforms (like Amazon) started appearing.

5. 2000s to Present:

- Social media platforms, video streaming, and mobile internet became popular.
- Advanced web technologies like HTML5, CSS3, and JavaScript made websites more interactive.
- Cloud computing and IoT (Internet of Things) emerged.

World Wide Web (WWW):

- The web is a system of interlinked documents and multimedia accessible via the internet.
- It uses technologies like HTML, CSS, and JavaScript to create web pages.
- Web browsers like Chrome, Firefox, and Safari allow users to view and interact with websites.

Protocols Governing the Web

Protocols are rules that allow computers to communicate with each other over the internet. They ensure smooth and standardized data exchange.

1. HTTP (Hypertext Transfer Protocol):

- The foundation of web communication.
- It allows web browsers to request and receive web pages from servers.
- Example: When you type www.google.com, the browser uses HTTP to fetch the page.

2. HTTPS (HTTP Secure):

- A secure version of HTTP that encrypts data using SSL/TLS.
- Protects sensitive information like passwords and credit card details.
- Example: Websites like banks and e-commerce use HTTPS.

3. FTP (File Transfer Protocol):

- Used to upload or download files between a client and a server.
- Commonly used to manage website files.
- Example: Developers use FTP to upload website content to hosting servers.

4. SMTP (Simple Mail Transfer Protocol):

- Used to send emails from one server to another.
- Example: When you send an email from Gmail, it uses SMTP.

5. IMAP/POP3 (Email Retrieval Protocols):

- **IMAP (Internet Message Access Protocol):** Keeps emails on the server, allowing access from multiple devices.
- **POP3 (Post Office Protocol 3):** Downloads emails to a device, removing them from the server.

6. DNS (Domain Name System):

- Translates human-readable domain names (e.g., www.google.com) into IP addresses (e.g., 172.217.0.46).
- Makes it easier to access websites without remembering complex numbers.

7. TCP/IP (Transmission Control Protocol/Internet Protocol):

- The foundation of internet communication.
- TCP breaks data into packets and ensures reliable delivery.
- IP ensures the packets reach the correct destination.

8. SSL/TLS (Secure Sockets Layer/Transport Layer Security):

- Encrypts data sent between a user's browser and a server.
- Used in HTTPS for secure communication.

Example of Web Communication Using Protocols

1. You type www.example.com in your browser:

- DNS converts the domain name to an IP address.
- The browser uses HTTP or HTTPS to request the web page.

2. The server responds with the requested web page:

- Uses TCP/IP to send the data in small packets.

3. If you send an email:

- It uses SMTP to deliver the email to the recipient's server.

- The recipient uses IMAP or POP3 to retrieve the email.

Summary

- The internet is a network that connects computers globally, while the web is a collection of documents and resources accessible via the internet.
- Protocols like HTTP, FTP, DNS, and TCP/IP govern how data is exchanged, ensuring smooth communication. These technologies have evolved to create the modern web we use today.

Writing Web Projects

Creating web projects involves developing websites or web applications by combining different technologies and tools. A web project is typically made up of three main components: frontend, backend, and a database.

Steps to Write a Web Project:

1. Plan Your Project:

- Decide the purpose of your website (e.g., a blog, e-commerce, or portfolio).
- Sketch a basic design or wireframe to visualize the layout.

2. Write the Frontend Code:

- Use HTML to structure the content (e.g., headings, paragraphs, images).
- Use CSS to style the website (e.g., colors, fonts, layout).
- Use JavaScript to add interactivity (e.g., animations, form validations).

Example:

```
<!DOCTYPE html>
<html>
<head>
  <style>
    body { font-family: Arial, sans-serif; background-color: #f0f0f0; }
    h1 { color: #007BFF; }
  </style>
</head>
<body>
  <h1>Welcome to My Website</h1>
  <p>This is a simple web page.</p>
</body>
</html>
```

3. Write the Backend Code:

- The backend handles logic and processes user requests.
- Use programming languages like PHP, Python, or Node.js.
- Example: A backend can store user information in a database.

4. Set Up a Database:

- A database stores information like user data, products, or blog posts.
- Common databases: MySQL, MongoDB.

5. Test Your Project:

- Check if the website works properly on different browsers (Chrome, Firefox).
- Fix errors or bugs.

6. Deploy the Project:

- Use a hosting service (e.g., Netlify, Heroku) to make your website live on the internet.

Connecting to the Internet

To make your web project accessible to others, it must be connected to the internet. This involves hosting your website on a server and ensuring it is reachable via a domain name.

Steps to Connect a Web Project to the Internet:

1. Buy a Domain Name:

- A domain is the web address (e.g., www.mywebsite.com).
- Purchase one from domain providers like GoDaddy or Namecheap.

2. Choose a Hosting Service:

- Hosting stores your web project files on a server.
- Popular hosting services: Bluehost, HostGator, AWS.

3. Upload Files to the Server:

- Use FTP (File Transfer Protocol) or hosting dashboards to upload your files to the server.

4. **Connect the Domain to the Hosting:**

- Link your domain name to the hosting server by updating DNS settings.

5. **Test Your Website:**

- Ensure the website loads correctly on all devices.
- Check if all links and features work.

How the Internet Works for Web Projects

When you connect your web project to the internet:

1. Users enter the website URL in their browser (e.g., www.mywebsite.com).
2. The browser sends a request to the DNS server to find the IP address of the website.
3. The request goes to the web server where your project is hosted.
4. The server sends back the website's files, and the browser displays the web page.

Example

Let's say you've built a blog and want to connect it to the internet:

Domain: www.myblog.com.

Hosting: Use a service like Bluehost.

After uploading your project files and linking the domain, anyone can access your blog by typing www.myblog.com.

By following these steps, your web project will be available online for others to use and view.

Introduction to Internet Services and Tools

The internet provides various services and tools that help users communicate, access information, and perform tasks online. These services and tools are essential for creating and using websites, applications, and online platforms.

Internet Services:

1. **Email (Electronic Mail):**

- Allows users to send and receive messages over the internet.

- Examples: Gmail, Yahoo Mail, Outlook.

2. World Wide Web (WWW):

- A system of interlinked web pages accessed using web browsers.
- Websites are built using HTML, CSS, and JavaScript.

3. File Transfer Protocol (FTP):

- A protocol to upload and download files between a computer and a server.
- Used by web developers to manage website files.

4. Social Media:

- Platforms for connecting and sharing information with others.
- Examples: Facebook, Instagram, Twitter.

5. Cloud Storage:

- Online storage services where users can save and access files from anywhere.
- Examples: Google Drive, Dropbox, OneDrive.

6. Online Banking and E-commerce:

- Internet-based services for financial transactions (e.g., online shopping, payments).
- Examples: PayPal, Amazon, Flipkart.

7. Streaming Services:

- Platforms to watch videos or listen to music online.
- Examples: YouTube, Netflix, Spotify.

Internet Tools:

1. Web Browsers:

Software to access websites (e.g., Chrome, Firefox, Safari).

2. Search Engines:

Tools to find information on the internet (e.g., Google, Bing, DuckDuckGo).

3. Chat Applications:

Tools for instant messaging (e.g., WhatsApp, Slack).

4. Video Conferencing Tools:

Tools for virtual meetings (e.g., Zoom, Microsoft Teams).

5. Development Tools:

Tools to build websites and applications (e.g., Visual Studio Code, Figma).

Introduction to Client-Server Computing

Client-server computing is a model where two entities, the client and the server, work together to provide services and resources over a network like the internet.

Client:

A client is a device or application that requests services or resources.

Examples:

- A web browser (e.g., Chrome) requesting a web page.
- An email application (e.g., Gmail app) fetching emails.

Server:

A server is a computer or software that provides services or resources requested by clients.

Examples:

- A web server (e.g., Apache, Nginx) hosting websites.
- A database server storing data for applications.

How Client-Server Computing Works:

1. The client sends a request to the server (e.g., a user opens www.example.com in a browser).
2. The server processes the request and sends back the response (e.g., the website content).
3. The client displays the response to the user.

Examples of Client-Server Applications:

1. Web Browsing:

Client: Web browser.

Server: Web server hosting the website.

2. Online Banking:

Client: Banking app on a mobile phone.

Server: Bank's server processing transactions.

3. Email Services:

Client: Email app.

Server: Email server managing messages.

Advantages of Client-Server Computing:

1. Centralized Resources:

Servers store and manage all data, making it easy to update and maintain.

2. Scalability:

Servers can handle multiple client requests at the same time.

3. Security:

Servers can implement strong security measures to protect data.

Disadvantages:

1. Dependency on Server:

If the server goes down, clients cannot access services.

2. Cost:

Setting up servers can be expensive.

Summary:

- Internet services and tools include communication (email, social media), storage (cloud), and online shopping (e-commerce).

- Client-server computing is the backbone of internet services, where the client requests resources, and the server responds with the required data or service.

HTML (HyperText Markup Language)

HTML is the language used to create web pages. It uses tags to define elements like text, images, and tables.

HTML List

Lists are used to organize items in an ordered or unordered manner.

Types of Lists:

1. Unordered List ():

Displays items with bullet points.

Example:

```
<ul>
  <li>Apple</li>
  <li>Banana</li>
  <li>Cherry</li>
</ul>
```

Output:

- Apple
- Banana
- Cherry

2. Ordered List ():

Displays items with numbers.

Example:

```
<ol>
  <li>First</li>
  <li>Second</li>
  <li>Third</li>
</ol>
```

Output:

1. First
2. Second
3. Third

3. Definition List (<dl>):

Displays terms and their definitions.

Example:

```
<dl>
  <dt>HTML</dt>
  <dd>HyperText Markup Language</dd>
  <dt>CSS</dt>
  <dd>Cascading Style Sheets</dd>
</dl>
```

Output:

HTML: HyperText Markup Language
CSS: Cascading Style Sheets

HTML Table

Tables organize data in rows and columns.

Structure of a Table:

1. **<table>**: Creates the table.
2. **<tr>**: Defines a table row.
3. **<th>**: Defines a header cell (bold and centered).
4. **<td>**: Defines a standard cell.

Example Table:

```
<table border="1">
  <tr>
    <th>Name</th>
    <th>Age</th>
  </tr>
  <tr>
    <td>John</td>
    <td>25</td>
  </tr>
  <tr>
    <td>Jane</td>
    <td>22</td>
  </tr>
</table>
```

Output: | Name | Age | |-----|-----| | John | 25 | | Jane | 22 |

HTML Images

Images make web pages visually appealing. The `` tag is used to display an image.

Attributes of ``:

1. **src**: Specifies the image source (URL or file path).
2. **alt**: Provides alternative text if the image cannot be displayed.
3. **width and height**: Define the image dimensions.

Example:

```

```

This displays an image with a width of 200px and a height of 100px.

HTML Frames

Frames divide a web page into sections, each displaying a separate HTML document. However, frames are outdated and not commonly used anymore.

Structure of Frames:

1. **<frameset>**: Defines the layout of frames.
2. **<frame>**: Specifies the content for each frame.

Example:

```
<frameset cols="50%,50%">
  <frame src="page1.html">
  <frame src="page2.html">
</frameset>
```

This creates two vertical frames, each displaying a different page.

HTML Forms

Forms allow users to input data and send it to a server.

Key Elements of a Form:

1. **<form>**: Defines the form.
- **action**: Specifies where to send the form data.
 - **method**: Specifies how to send data (GET or POST).

2. Form Controls:

<input>: Input field (text, password, checkbox, etc.).

<textarea>: Multiline text field.

<select>: Dropdown menu.

<button>: Button for submission.

Example Form:

```
<form action="/submit" method="post">
  <label for="name">Name:</label>
  <input type="text" id="name" name="name"><br><br>
  <label for="email">Email:</label>
  <input type="email" id="email" name="email"><br><br>
  <button type="submit">Submit</button>
</form>
```

Output:

A form with fields for name and email, and a submit button.

Summary

- Lists organize items (bullets or numbers).
- Tables arrange data in rows and columns.
- Images enhance visual appeal using the tag.
- Frames (now outdated) divide pages into sections.
- Forms collect and send user input to servers for processing.

XML (eXtensible Markup Language)

XML is a language used to store and transport data in a structured format. It is commonly used for exchanging data between systems. To ensure that XML data is organized correctly, we use Document Type Definition (DTD) and XML Schemas.

Document Type Definition (DTD)

A Document Type Definition (DTD) defines the structure and rules for an XML document. It acts like a blueprint, ensuring that the XML document follows specific rules, such as:

- What elements are allowed.

- The order of elements.
- Attributes for each element.

Types of DTD:

1. Internal DTD:

The DTD is written directly inside the XML document.

2. External DTD:

The DTD is stored in a separate file and linked to the XML document.

Example of Internal DTD:

```
<!DOCTYPE note [
  <!ELEMENT note (to, from, message)>
  <!ELEMENT to (#PCDATA)>
  <!ELEMENT from (#PCDATA)>
  <!ELEMENT message (#PCDATA)>
]>
<note>
  <to>John</to>
  <from>Jane</from>
  <message>Hello!</message>
</note>
```

Explanation:

The DTD defines that the <note> element must contain <to>, <from>, and <message> elements in that order.

#PCDATA means the elements contain text.

Example of External DTD:

External DTD File (note.dtd):

```
<!ELEMENT note (to, from, message)>
<!ELEMENT to (#PCDATA)>
<!ELEMENT from (#PCDATA)>
<!ELEMENT message (#PCDATA)>
```

XML Document (note.xml):

```
<!DOCTYPE note SYSTEM "note.dtd">
<note>
```

```
<to>John</to>
<from>Jane</from>
<message>Hello!</message>
</note>
```

The XML document refers to the DTD file using the SYSTEM keyword.

XML Schemas

An XML Schema is a more advanced way to define the structure and rules for an XML document. It is written in XML itself, making it more powerful and flexible than DTD. XML Schemas use the XSD (XML Schema Definition) language.

Advantages of XML Schemas over DTD:

1. Stronger Data Validation:

XML Schemas can define data types (e.g., numbers, dates, strings).

2. Namespace Support:

XML Schemas support namespaces, making them suitable for large projects.

3. Better Readability:

XML Schemas are easier to read because they are written in XML syntax.

Example of XML Schema:

XML Schema File (note.xsd):

```
<xs:schema xmlns:xs="http://www.w3.org/2001/XMLSchema">
  <xs:element name="note">
    <xs:complexType>
      <xs:sequence>
        <xs:element name="to" type="xs:string"/>
        <xs:element name="from" type="xs:string"/>
        <xs:element name="message" type="xs:string"/>
      </xs:sequence>
    </xs:complexType>
  </xs:element>
</xs:schema>
```

XML Document (note.xml):

```
<note xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
  xsi:noNamespaceSchemaLocation="note.xsd">
  <to>John</to>
  <from>Jane</from>
  <message>Hello!</message>
```

</note>

Key Differences Between DTD and XML Schema:

Feature	DTD	XML Schema
Written in	Custom syntax	XML itself
Data Types	Not supported	Supports various data types
Validation Power	Limited	More powerful and flexible
Namespace Support	Not supported	Supported
Usage	Older and simpler	Preferred for modern applications

Summary:

- DTD is a simpler way to define the structure of XML documents but lacks advanced features.

- XML Schema is more powerful, supports data types, and is preferred for complex XML documents. Both ensure XML documents are well-formed and valid.

Object Models in Web Technology

An Object Model is a way to represent and interact with data or documents as objects in programming. For web technologies, object models help developers manage and manipulate data or elements, especially for XML and HTML.

Document Object Model (DOM)

What is DOM?

DOM is a programming interface used to work with XML or HTML documents.

It represents the document as a tree structure where each element (like tags or text) is a node.

How does DOM work?

Using DOM, you can access and change the structure, style, and content of an XML or HTML document using programming languages like JavaScript.

Example of DOM Tree Structure:

For an XML document:

Example: XML Data:

```
<book>
  <title>Web Technology</title>
  <author>John Doe</author>
</book>
```

XSLT File:

```
<xsl:stylesheet xmlns:xsl="http://www.w3.org/1999/XSL/Transform" version="1.0">
  <xsl:template match="/book">
    <html>
      <body>
        <h1><xsl:value-of select="title"/></h1>
        <p>Author: <xsl:value-of select="author"/></p>
      </body>
    </html>
  </xsl:template>
</xsl:stylesheet>
```

Output as a webpage:

Web Technology
Author: John Doe

2. CSS (Cascading Style Sheets):

- You can use CSS to style XML data.
- CSS can define colors, fonts, and layouts for XML elements.

Example: XML:

```
<message>
  <text>Hello, World!</text>
</message>
```

CSS:

```
text {
  color: blue;
  font-size: 20px;
}
```

Using XML

XML is widely used in various applications:

1. Web Services:

- XML is used in web services like SOAP to exchange data between client and server.
- It acts as a standard format for communication.

2. Data Storage:

- XML is used to store data in a structured format for applications like configuration files, product catalogs, etc.

3. Data Sharing:

- XML helps share data between different systems, platforms, or organizations.

4. APIs and RSS Feeds:

- XML is used in APIs for data exchange and in RSS feeds to distribute content like blog updates or news.

Summary

Object Models:

Represent documents (HTML, XML) as tree structures (like DOM) for easy interaction.

Presenting XML:

Use XSLT or CSS to display XML data in a readable or attractive format.

Using XML:

It is widely used for storing, sharing, and exchanging data across different systems.

Using XML Processors: DOM and SAX

XML processors are tools or libraries used to read and process XML documents. Two common XML processing methods are DOM (Document Object Model) and SAX (Simple API for XML).

DOM (Document Object Model)

What is DOM?

- DOM is a programming interface that represents an XML document as a tree structure.
- Every element, attribute, and text in the XML is represented as a node in this tree.

How DOM works:

1. The entire XML document is loaded into memory.
2. You can navigate, add, modify, or delete any part of the XML by interacting with its nodes.

Advantages of DOM:

1. Easy to use for small XML documents.
2. Allows complete access to the structure and data of the XML.
3. Can make changes to the XML document.

Disadvantages of DOM:

1. It uses a lot of memory because it loads the entire document into memory.
2. Not suitable for very large XML files.

Example: Consider this XML document:

```
<books>
  <book>
    <title>Web Technology</title>
    <author>John Doe</author>
  </book>
  <book>
    <title>Programming Basics</title>
    <author>Jane Smith</author>
  </book>
</books>
```

Using DOM, the structure looks like this:

```
Root: <books>
├── <book>
│   ├── <title>Web Technology</title>
│   └── <author>John Doe</author>
└── <book>
    ├── <title>Programming Basics</title>
    └── <author>Jane Smith</author>
```

In a programming language like Java, you can:

Access the first <title> node.

Change the text of <author>.

SAX (Simple API for XML)

What is SAX?

- SAX is an event-driven model for processing XML documents.
- Instead of loading the entire XML into memory, SAX processes the document one element at a time.

How SAX works:

1. As the XML document is read line by line, events are triggered (e.g., start of an element, end of an element).
2. You can write code to handle these events.

Advantages of SAX:

1. Uses very little memory since it doesn't load the entire document.
2. Suitable for large XML documents.

Disadvantages of SAX:

1. You can't modify the XML document directly.
2. It's harder to use because you need to handle events manually.

Example: For the same XML:

```
<books>
  <book>
    <title>Web Technology</title>
    <author>John Doe</author>
  </book>
  <book>
    <title>Programming Basics</title>
    <author>Jane Smith</author>
  </book>
</books>
```

SAX will trigger events like:

Start of <books>

Start of <book>

Start of <title>, and its content Web Technology

End of <title>, and so on.

Key Differences Between DOM and SAX

Feature	DOM	SAX
Processing	Loads the entire XML document into memory.	Reads and processes the XML line by line.
Memory Usage	High (not suitable for large files).	Low (suitable for large files).
Modification	Allows modification of the document.	Does not allow modification.
Complexity	Easier to use.	More complex due to event handling.
Speed	Slower for large files.	Faster for large files.

When to Use DOM or SAX

Use DOM:

- If you need to modify the XML document.
- If the XML document is small.

Use SAX:

- If the XML document is large.
- If you only need to read the data without modifying it.

Summary

- DOM is a tree-based processor that loads the entire XML into memory, allowing easy navigation and modification.
- SAX is an event-driven processor that reads XML line by line, using less memory but requiring more complex programming.