**1.4**

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# Building a website

## Planning

To begin planning a website, the author should contemplate the works objectives, the audience, the message content, the page design, and the content included.

### Gantt Chart

By using a Gantt chart, the author can identify, what they need to access as information, research, skills required, professional help, copyright laws, and summary of the timeline for building the website, and a costing.[[1]](#footnote-1)

### Optimisation

Search engine optimisation [SEO] refers to enabling search engines to easily access your site, for future readers of the work. (KJ, Website Planning:, 2022)

## Skills

Building a website requires extensive skillsets acquired by the author, or access to professional help via readymade programs, these costs must be budgeted into the planning of the website.

### Training

An individual starting out to acquire the skills needed to build a website themselves is extensive and time consuming and can lead to a heavy financial burden, so the learner needs to understand how much money and time they will need to attain the skills required to be able to write the code and purchase the licences of copyright and the professional costs.

### Professional

A professional element could be a highly skilled operative in web design that you pay for their services has they build a website to your requirements. Or it could entail an on-line service provider, who again has web sites ready **‘off-the-peg’**, where you adapt the design and outlay using CSS code, and then adding your content [text, images, pictures etc].

## Website Content

Your content you write into your html pages, would include the message or information, you wish to convey to your audience

### Copyright

Any text, images, or picture you wish to include in your work, may be subject to copyright law, and therefore may be owned by the author of that material. The author would need to receive permission to download their property, and it may be subject to a licence and a fee payable for using it, also you would have to agree with the owners’ permissions. Meaning you cannot share it longer than you agreed and that you will protect its integrity whilst is on your site. (KJ, Copyright notice: digital images, photographs and the internet, 2022)

### Testing

By testing your website, you are ensuring the code is correct and your content will display accurately to your readers.

#### Manuel

By manually testing your work, you would supply a table, highlighting the different elements of your site, how they are expected to respond by clicking the links, and how they did respond, if the element meets the expectation and the result, then you can envisage that the site is fine and good to transfer to the server. If not, then the author needs to consider adapting the code, a useful way of doing this is to use s free web vindication site the checks your code for you.[[2]](#footnote-2)

#### Automated website testing

There are professional sites that will test your site, however there is a cost involved. (KJ, Web UI Testing -- for All Experience Levels, 2022)

### Uploading to web server[[3]](#footnote-3)

## Hosting a website

As the author and owner of the website, you would either host the site yourself or pay a more dedicate professional, this costing however makes the site more costly and needs time to liaise with your host to ensure the message is being received by your audience as you intended.

### Costs

Employing a professional to host your site would be more extensive and organised in a manner that is expert in its appearance and updated accordingly.

the cost of using this type of service may prove to over burdening to your budget and make the enterprise untenable if the site does not reach its target number required to make the site profitable.

### Skills

The author needs to skilled in writing html and CSS code, understand copyright and know where access information and be able to access the required level of research.

### Domains

The author should acquire a reliable domain server, choose a ‘eye-catching domain’ name,[[4]](#footnote-4) You should complete the registration and verify the ownership, identify the contact information and negotiate a fair price subject to your budget.

## Security

Most internet users have some security for their computers such as windows built in security, payable security providers[[5]](#footnote-5), however there are dedicated security services available online, that offer different protection elements dependable on the budget you are willing to pay. (KJ, Be ready for the most dangerous app and API attacks, 2022)

## Deploying your website

Deploying is a method of ‘pushing’ your website to a server, building a relationship between you and the internet. and communicating between the two.

You can transfer your website content and publish it on to the internet, by using the GitHub workflow to host your site you then need to purchase a custom domain to assign a personal website address where your readers cab accesses your work. There is accosting that needs to be credited towards the overall planning budget. (KJ, How to Deploy a Website, 2022)

Filezilla is a utility for transferring files to a web server, or the set files from your PC to an online library. (KJ, What Is FileZilla ?, 2022)

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1. See U1-1.3 [↑](#footnote-ref-1)
2. See U2-1.6,2.6 3.1 3.2 [↑](#footnote-ref-2)
3. See Deploying your website [↑](#footnote-ref-3)
4. Domain companies have rules regarding the name, where they may insist their name is included in the address. [↑](#footnote-ref-4)
5. McAfee, Norton etc [↑](#footnote-ref-5)