JOHNSON & WALES
U N I V E R S I T Y

Coding a Small Business Website (Project 2.2)

This document outlines the basic details needed for the second step. The content, images
and visual design outlined in these steps are specific to the demo website. They are
intended as a general model to follow, not a prescription for your design. Suggestions
for extended design and development opportunities are referenced throughout..

START HERE

* For this assignment, you will be working on the files created and edited in Project 2.1.
* To begin work, open your Project 2.1 folder in Sublime Text. (On a Mac, go to File > Open and select
  this assignment folder. On a Windows computer, select File > Open Folder and do the same.)

UPDATE YOUR PAGE TITLE

* In this assignment, you will duplicate the page you made in Project 2.1 to generate your remaining
  detail/service pages and your About page. Before you do this, you will need to edit a few details.
* At this point, the `<title>` of your page should be the name of your company.
  My title tag looks like this – `<title>PVD Bikes</title>`.
* To better describe the content of the page, I'm going to update my tag to reflect the name of the
  page – `<title>PVD Bikes > Parts</title>`. Here, I use a ">" character to separate my
  brand name from my page name. You could also use the "I" (pipe) character or a "/" (forward slash)
  to separate the terms. Adding the page name more accurately describes the contents of my page.

UPDATE YOUR LINKS

* Because this page will be used as the model for the next set of pages, I will also
  update the links in my header and "side content" navigation. This way, when
  the page is duplicated, the navigation will not need much updating.
* Adding links to additional pages will require you to come up with file names for each page. You
  can write these on piece of paper or just think them through in your head. At this point, we're
  just identifying the names. Your file names will reflect your page names. My file names will be

  » Home – index.html   » Parts - parts.html
  » About – about.html   » Repairs – repairs.html
  » Services – services.html   » Support – support.html

* With file names identified, I can replace the placeholder "#" value in all of my links.
* The three main areas to focus on are – the link on your logo (in the header), the
  links in your main navigation and the links in your "side content" navigation. The
  specifics of your website will dictate the file names and link references.

RENAME YOUR HTML FILE

*   In the first assignment, you created your first detail/service page. This was created
    using the "index.html" file. In practice, "index.html" is used for your Home
    page. To start this assignment, we will begin by duplicating this page.

*   To duplicate the "index.html" page, open the page (in Sublime Text). Go to File > Save
    As. Add a file name from the list created in the previous step ("Update Your Links").
    Be sure to keep the ".html" extension on the file name. For my example, I will rename
    my page "parts.html". What you name your page will depend on your content.

*   Note – You will come back to the "index.html" file later, to create
    your Home page, so do not delete this file.

CREATE ADDITIONAL DETAIL PAGES

*   With the first detail page made, and the page links updated, you now have a
    model for the additional detail pages. Because each of these pages has the same
    layout – insuring a consistent, site-wide design, you can create the second and third
    detail pages by duplicating the initial detail page and editing the details.

*   To make a copy of your first detail/service page, open the page in Sublime Text. As you
    did in the previous step, select File > Save As. Give this page a new name, one that
    relates to the content of your second detail/service page. For my website, I choose
    "repairs.html". You now have an identical copy of your first detail/service page.

*   Before editing the main page content, edit the `<title>` of the page, keeping the name of the website
    and adding the name of the new page. For example, `<title>PVD Bikes > Repairs</title>`.

UPDATE THE MAIN CONTENT

*   The main content section on your detail/service page should contain, at a minimum, a heading, a related
    image and a description of the specific product or service. The structure of this is already in place, you
    just need to edit the content. The basic model looks like this. (Note – HTML comments are used in place
    of real content.)

```
<section class="main-content">
    <h1><!-- Your detail page name --></h1>
    <img src="<!-- Image reference -->" alt="<!-- Image name  -->">
    <p><!-- Your main content/description --></p>
</section>
```

UPDATE THE SIDE CONTENT

*   The side content section on your detail page should contain, at a minimum, a series of links to the other
    detail pages. In the previous step ("Update Your Links"), you added file name values to the links in your
    side content. In this step, you will edit the existing content to list links to the other two detail pages. The
    structure of this content is already in place, you just need to edit the specifics. The basic model looks like
    this. (Note – HTML comments are used in place of real content.)

```
<div class="side-content">
    <h2>Services</h2>
    <div class="service">
      <a href="<!-- A link to another detail page  -->">
        <img src="<!-- Image reference -->" alt="<!-- Image name  -->">
      </a>
      <h3><!-- Your detail page name --></h3>
    </div>
    <div class="service">
      <a href="<!-- A link to another detail page  -->">
        <img src="<!-- Image reference -->" alt="<!-- Image name  -->">
      </a>
      <h3><!-- Your detail page name --></h3>
    </div>
</div>
```

STYLING THE MAIN AND SIDE CONTENT

*   Because we are repurposing HTML from a previously made page, all of the CSS will remain the same.
    We do not have to write any CSS for the new page(s). This keeps the layout and visual style consistent.

REPEAT THESE STEPS TO CREATE THE THIRD DETAIL PAGE

*   To create the third detail page, follow the instructions above ("Create Additional
    Detail Pages", "Update the Main Content" and "Update the Side Content").

CREATE THE ABOUT PAGE

*   Although you can approach the creation of this page in other ways, the About page can follow
    the same model as the detail pages you just made. Now that you have established a model for
    an interior, detail page, you can use it to create many different pages. The basic structure is the
    same – a header section, a section for main content, a section for side content and a footer.

*   To create an About page that follows this model, follow the instructions above ("Create
    Additional Detail Pages", "Update the Main Content" and "Update the Side Content").

*   The title for this page should follow the same pattern – `<title>PVD Bikes > About</title>`.

*   The main content for the About page can follow a similar content model, including, at a minimum,
    a heading, a related image and a description of the small business. The structure of this is already
    in place, you just need to edit the content. (See "Update the Main content" for details.)

*   The side content section on your About page should relate to the focus of the page (describing, or telling
    a story about, your small business). One use for the side content area is to display the hours and address
    of your business. Displaying this information here would insure that users have access to this important
    information. As we did before, we will simply update the existing content to reflect the content of the
    current page. For my website, the "side content" looks like this –

```
<section class="side-content">
  <h2>Hours and Details</h2>
  <img src="img/hours-details.jpg" alt="Bicycle">
  <h3>Hours of Operation</h3>
  <p>Our shop is open during the following times</p>
  <dl>
    <dt>Monday-Friday</dt>
    <dd>10am-5pm</dd>
    <dt>Saturday</dt>
    <dd>9am-5pm</dd>
    <dt>Sunday</dt>
    <dd>12pm-5pm</dd>
  </dl>
  <h3>Contact Information</h3>
  <address>700 Westminster St.<br>Providence, RI<br> 02903</address>
  <a href="tel:4015551212">401-555-1212</a>
</section>
```

*   In this example, I am using a definition list to mark up my hours of operation. This is similar to the unordered lists we have looked at in the past. This list is comprised of a set of `<dl></dl>` (definition list) tags. Inside the list there are sets of `<dt>` (definition terms) and `<dd>` (definition description) tags. I use one set per day/time set.
*   The other new HTML item is the `<address>` tag. In this example, I use the <br> tag inside the `<address>` to break up my address details on to separate lines.
*   Last, note that I am linking to a phone number. This is the same format as a standard link, but instead of a website address, it has a telephone number preceded by the characters "tel:". Note – there is no space between the "tel:" and the phone number.
*   With my HTML in place, I can add my CSS to style the subheadings, image, definition list and address.
*   Reminder – This content is specific to my website. You could use this same format or use a different approach that fits your specific content.

FINISHING UP

*   This series of steps will get you through the creation of your detail/services pages as well as your About page. This assignment should reinforce your understanding of basic HTML and CSS. Apply these lessons to your own content. It's okay to use the same rules, but feel free to experiment.

SUBMISSION

*   Save your HTML and CSS files. Compress your code folder as a .zip file and upload it to the "Coding a Small Business Website (2.2)" item on the ULearn Projects page by the end of the day on Sunday, March 27.

    This assignment is worth 25% of your grade for Project 2