

# Dublin PetCare - Website

Web design and communication management

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## **How to select a web host.**

Before hire a webhost service, it is necessary to do an essay about the necessities of your website, such as, database, JavaScript, etc. The requirements should be clear, otherwise problems during the development and expansion of webpage will appear. Although the main requisites that must be carried is space, tools that the host offers and which kind of services is possible to implement in the host.

There are other important characteristics to be carried when choosing a server, for example:

- Reliability and uptime: Hosting uptime refers to the percentage of time the host is accessible via the Internet;
- Bandwidth: Bandwidth (or data transfer) refers to the amount of data that is accessed by your visitors;
- Ease of Control Panel: It is important that the control panel is easy to use and all information can be accessed easily;
- Price: Depends of the application, you can find cheap servers that is enough for your page. Otherwise your company will spend more money than necessary in a webhost, there are different plans in webhosts that depends of which tools and how much space your page will use.

In this project was used the HTML 5, PHP and JavaScript, almost all webhosts support this language, and in this case is not necessary a big space for storage the data because the page is focused to small business. In conclusion, a host that offer FTP for storage the files of site and support Html, PHP and JavaScript is enough, but its important remember about the security and reliability, "cheap" hosts is not so trustworthy.

## **How you would optimize your web site so that it would be easy to find using a Search Engine such as Google.**

For Internet users find your website in search engines such as: Google, Yahoo, etc.. is necessary to optimize some tags of the page in question, so that it is clear to the search engine. After, some optimization solutions will be presented.

First, the tag that entitles the site tells the search engine what your page topic that relates, a brief description of the page content should also be in the title tag. Perform a page description in the meta tag should be taken, for the purposes of description, key words should be considered, because usually when the user performs search it looks for keywords, then, search tool angry look on these tags the words in Interest of user.

The path of URLs should be short and clear, as they will be visible to the user at the time of the search, they must contain the name of the short page and this name should describe the function of the page, random numbers and

codes should be avoided. The completion of site maps is a good way to let the user clear what the site offers. The website should be easy to investigate, for this to occur, a hierarchy of pages can be created in such a way that they are grouped by categories.

The page content should not be mixed, such as in this case, monthly plans with mixed staff, each page should have a target on your description, because that way the search engine can take the user directly to the page of interest.

The use of images can also be optimized, each image must have their attributes and their names differently, these attributes are useful in case of browsers that do not support images, so the user can know what that image is "showing".

## **Conclusion**

This project was implemented a webpage based on a real business case of a veterinary clinic, during implementation was necessary to follow the requirements informed by the client, such as, simple website, attractive and easy to navigate for users, the services that the clinic provides should be clear for the customers. The implementation was using languages: HTML 5, CSS, PHP and JavaScript, through Notepad ++ software.

Through the course of the project, it was possible to apply different tools in order to structure the page. The greatest difficulty was in creating the layout which required some care with each tag that was used to hold the page in the appropriate format and enjoyable for the user. In the development process, especially for Web, the programmer must have a user view so that all main and interaction is easy to understand, this was one of the great difficulties in developing the project, because when carried out this type of work you need a team to review and give feedback to improve the page.

An important point of this project was the simulation of a real case, conduct a survey based on customer requirements is challenging and requires great skill of reading and thinking that nothing goes unnoticed.

In conclusion, developing a system based on a use case design is not an easy task, requires analysis skills, and often, even with repeated analysis based on the will of the client, it is possible to make small mistakes to developer, but big for the customer. Another important point is the use of tools for testing pages, tags preventing errors during the development process becomes cumbersome to the end of the project. Finally, the test page is necessary to avoid delivery failures with the customer.

## **References**

1 - Learn How To Pick A Web Host - Choose The Best Website Hosting Service, 2013 - Available in: <http://www.infosum.net/pt/web-hosting/learn-how-to-pick-a-web-host-choose-the-best.html>

2 - Google, Search Engine Optimization Starter Guide - Available in: <http://static.googleusercontent.com/media/www.google.com/en//webmasters/docs/search-engine-optimization-starter-guide.pdf>