Definition

Based on Cambridge dictionary Website, a set of pages of information on the internet about a particular subject published by the same person, company, or organization, and often contains pictures, video, and sound.

Uniform Resource Locator (URL)

The primary purpose of a web browser is to bring information resources to the user. This process begins when the user inputs a URL into the browser to get to a website, for example http://www.computerworld.com/. The URL, also known as the web address, is a unique identifier for any document on the Internet, which tells the browser exactly where to find the page. All browsers work with URLs. A web address, like http://www.pcworld.co.uk/gbuk/index.html follows these syntax rules:

Scheme	Host	Domain	Directory Path	Filename
http://	www.	pcworld.co.uk	/gbuk/	index.html

• Scheme - defines the type of Internet service (most common is http)

• Host - defines the domain host (default host for http is www)

• Domain - defines the Internet domain name of the web server that hosts the website (pcworld.co.uk)

• Directory path - defines a path at the server; the place where a web page is located

• Filename - defines the name of a single web page
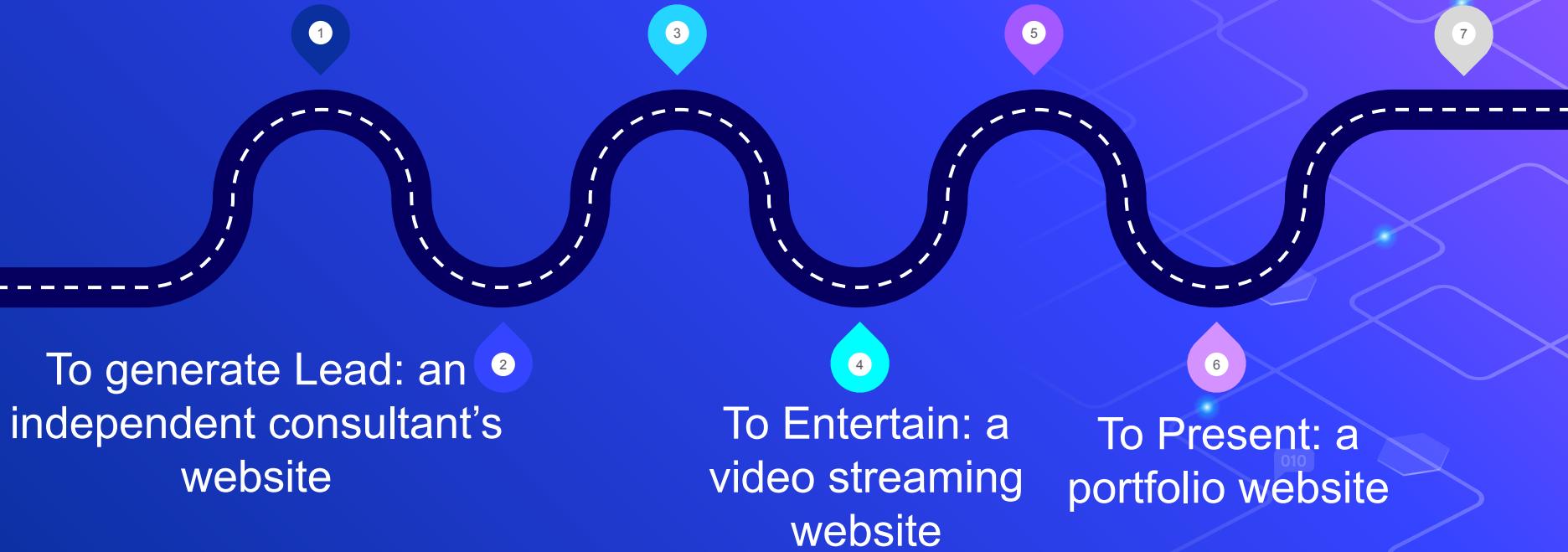
Purpose of Website

To Sales: an eCommerce website

1

To generate Lead: an independent consultant's website

2

To Inform: a news website

3

To Entertain: a video streaming website

4

To Serve : government website

5

To Present: a portfolio website

6

To Connect: a directory website

7

4

Home page Features

1. Domain Name

⬡ A domain name is used in a URL (uniform resource locator) to identify particular web pages. As an example, in the URL https://www.g2.com/categories/crm, the domain name is g2.com. Domain name creation is one of the first steps to website creation, and you cannot have a functioning site without one.

2. Company Name

⬡ Your company's name should appear pretty high up somewhere on the homepage, reassuring visitors they've come to the website they were looking for. Users should not have to scroll to find your company name.

Home page Features

3. Search Bar

⬡   Some users know exactly what they want from your site, and just need help navigating to that page. Including a search bar on your homepage, and every other site page, allows visitors to take control of their site experience.

4. Logo

⬡   Logos are small, easy-to-remember graphics that create a link in a customer's brain between your company and that image. While they may not always remember your company name, they may recognize you by logo.

Home page Features

5. Description

⬡ A short description or company tagline should appear somewhere near the company name or logo. This is especially true of smaller businesses whose work is not so easily understood. A short phrase that outlines who you are and what you do will set the scene quickly for first-time visitors.

6. Navigation Bar

⬡ Whether to the side or across the top of the page, a navigation bar should be positioned to empower users to explore your site and find their desired products or information.

Home page Features

7. CTA s

○ A CTA, or call to action, can be anything from "create a login," to "book a demo," to "get on our mailing list." It's a convincing plea to users, begging they take some kind of action on your site that would involve later contact.

8. Images

○ These visuals can be ads for your new spring line, or a graphic designed specifically for your site. Images help retain attention as they are easier to process than an overwhelming amount of text. Images can be a slideshow or video; any visual media is better than a page of plain text.

9

Home page Features

9. Internal Links

○ The purpose of a website isn't just to get people to your homepage. Rather, use your homepage to spur visitors to other parts of the site. Advertise relevant spring styles, or provide links to recent blog posts. Internal links get users to stay on your page longer, which increases the odds they'll become a customer.

10. Testimonials

○ Consider including some of the wonderful things users and/or previous clients have said about you on your homepage. In the meantime, consider reaching out personally to people and asking if they don't mind saying some kind words to be included in your testimonial section.

Home page Features
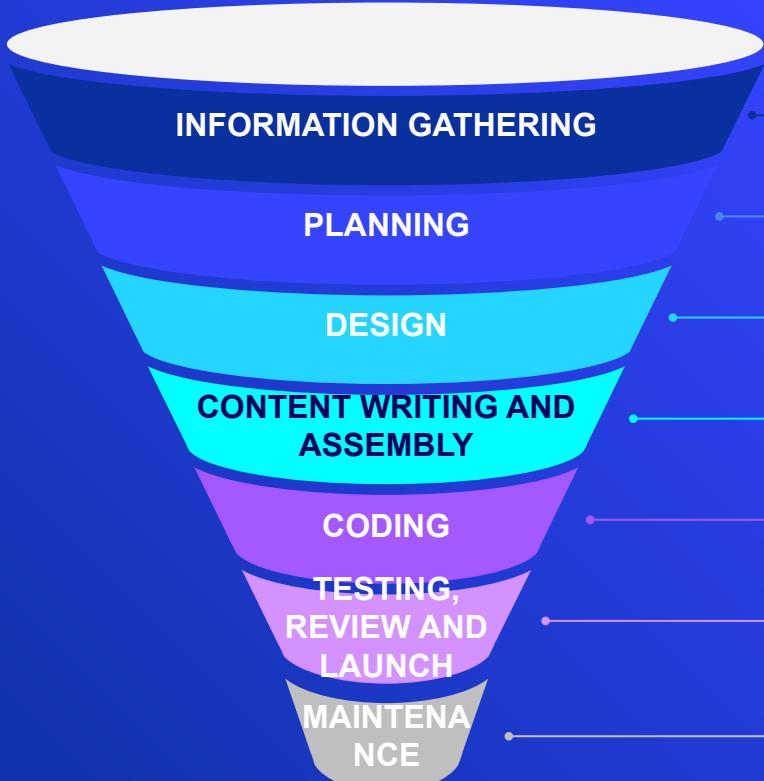
11. Live Chat

○ More and more, websites are utilizing live chat software as an opportunity to get in touch with site visitors and provide top-tier customer service. If you are using a live chat tool, make sure users are prompted to converse after they've been on the homepage or other internal link for a certain period of time.

12. Subscriber Opt-In

○ Although newsletter forms can really be located anywhere on your site, they should start on the homepage. Newsletters can be set to appear as visitors are hovering over the X button, prompting them to action before they close out the page.

Website Development Process

INFORMATION GATHERING

PLANNING

DESIGN

CONTENT WRITING AND ASSEMBLY

CODING

TESTING, REVIEW AND LAUNCH

MAINTENANCE

Gathering Information: Purpose, Main Goals, and Target Audience

Planning: Sitemap and Wireframe Creation

Design: Page Layouts, Review, and Approval Cycle

Content Writing and Assembly

Coding

Testing, Review, and Launch

Maintenance: Opinion Monitoring and Regular Updating

Vocabulary

1. **SPIDER** – a program that is used to feed pages to search engines (another term for these programs is webcrawler)

2. **HYPERLINK** – element in an electronic document that links to another place in the same document or to an entirely different document

3. **DOMAIN (NAME)** – an example of this is microsoft.com

4. **ORGANIC RESULT**– listings on search engine results pages that appear because of their relevance to the search terms

5. **WEB PORTAL** – website or service that offers a broad array of resources and services, such as e-mail, forums, search engines, and online shopping malls

6. **SEARCH ENGINE RESULTS PAGE (SERP)** – the page displayed by a search engine in response to a query by a searcher

Vocabulary

8. UNIFORM RESOURCE LOCATOR (URL) – the global address of documents and other resources on the World Wide Web

9. HYPERTEXT TRANSFER PROTOCOL (HTTP) – the underlying protocol used by the World Wide Web to define how messages are formatted and transmitted.

10. WEB INDEXES – subject directories that are selected by people and organized into hierarchical subject categories

11. (DIRECTORY) PATH – the place where a web page is located

12. HYPERMEDIA – an extension to hypertext that supports linking graphics, sound, and video elements in addition to text elements

Exercise 1

Listen to Sarah and George. Complete this dialogue.

Sarah   : George, I (1) …………… some information about our website.

George : OK, what do you need to (2) ……………?

Sarah   : Well, I need some information about website (3) …………… , you know,   external visits to our website.

George : Ok

Sarah   : (4) …………… you do a report for me?

George : Sure. (5) …………… do you need it by?

Sarah   : Er, tomorrow morning, I'm (6) It's for …………… director.

George :OK, what do you need to know (7) …………… ?

Sarah   : Well, the (8) …………… of visitors to our website last month, their movements and actions on the website, and where they're from.

George : OK, I (9) ………….. do that.

Sarah   : Thanks very much (10) …………...

Exercise 2

A. Match the website analysis tools 1-5 t o the descriptions a-e.

1. Traffic
2. Meta Tag
3. Visitor Map
4. User Profile
5. page optimisation

a) information about where the visitors to your site are from
b) invisible information (e.g. a hidden keyword) on a   website
c) information about a user and the sites they browse
d) increasing the number of visitors to your site
e) the movement and actions of visitors to your site

B. Complete the instructions about how to navigate with the words A – H below.

A client
B web page
C surf
D web browser
E search engine
F web server
G website
H URL

- Start up your computer and connect to the Internet. • Open your ….. (1).
- Type the ….. (2) to access a website.
- Your web browser sends the request to the correct ….. (3).
- The server looks for the document and sends it to the ….. (4) computer.
- Your web browser displays the selected ….. (5) on the screen.
- From the home page of the ….. (6) you can ….. (7) to the other pages by clicking on hyperlinks.
- If you want to find more websites, use a ….. (8).

Exercise 3

Complete this text with the words in the box.

The steps in website development

(1)………….. , discuss with the customer their requirements and the

target audience. Find out what features and number of pages they want on their site. (2) ………….. , analyze the information from the customer. (3) ………….. , create a website specification. (4) ………….. design and develop the website. (5) ………….. , assign a specialist to write the website content. (6) …………... give the project to programmers for HTML coding. (7) ………….. , test the website.

After you publish the website, update and maintain it on an ongoing basis. Monitor customer use.

Thirdly

Then

Secondly

Next

First

After That

Finally

Exercise 4

Match the browser toolbar button 1 – 12 with the function A – K.

1 ….. Back
2 ….. Forward
3 ….. Stop
4 ….. Refresh/Reload
5 ….. Home
6 ….. Search
7 …..
Favourites/Bookmarks
8 ….. Media
9 ….. History
10 ….. Mail
11 ….. Print

A Shows a list of the websites you have visited recently.
B Opens the media bar, accessing internet radio, music, video, etc.
C Displays the page you were on before.
D Shows the latest version of the page.
E Opens the search panel.
F Displays the page you were on before using the Back button.
G Displays the page you have set as your home page.
H Prints the current page.
I Stop a page from downloading.
J Displays the web addresses you have chosen as your favorites.

Exercise 5

Finding Information Online

To **surf** or **navigate** the World Wide Web, and access and retrieve web pages or websites, you need a computer with an Internet connection and a **web browser**, a software application used to locate, retrieve and display content on the World Wide Web.

The major web browsers are Internet Explorer, Opera, Firefox, Safari, and Chrome. **Internet Explorer** is one of the oldest browsers predominantly used on Windows computers. **Opera** is a web browser developed by Opera Software. The latest version is available for Microsoft Windows, OS X, and Linux operating systems, and uses the Blink layout engine. **Firefox** is a free and open-source web browser developed in 2002 for Microsoft Windows, Mac OS X, and Linux coordinated by Mozilla Corporation and Mozilla Foundation. **Safari** is a web browser that was created in 2003 by Apple Inc. included with the OS X and iOS operating systems but is also available for Windows computers. The most recent major entrant to the browser market is **Chrome**, a freeware web browser developed by Google in 2008.

The web browser stores **cookies** – small pieces of data sent from a website. Cookies were designed to be a reliable mechanism for websites to remember information (such as items added in the shopping cart in an online store) or to record the user's browsing activity.

The most common way to find information online is with a software system designed to search for information on the World Wide Web – a **web search engine** (e.g. Google, Yahoo, Bing), where the website information is compiled by **spiders,** computer-robot programs that collect information from sites by using keywords, or through **web indexes**, subject directories that are selected by people and organized into hierarchical subject categories. Some **web portals** – websites that offer all types of services, e.g. email, forums, search engines, etc. – are also good starting points.

The **search results** are generally presented in a line of results often referred to as **search engine result pages (SERPs)**. The information may be a mix of web pages, images, and other types of files. For understanding SERPs, we need to see that it falls into two categories. There are **paid text ads** off to the side and at the top. In the middle of the page, there are a search engine's unpaid results often referred to as **organic results**, natural, or earned results.

The most relevant website addresses can be stored on your computer using the **bookmarks** or **favorites** function in your browser. Websites usually have a beginning page or **home page**. From this starting point you can navigate by clicking your mouse on hyperlinks in texts or images

Vocabulary Practice
Fill in the words from the text according to these definitions.

1 …………………. – a program that is used to feed pages to search engines (another term for these programs is webcrawler)

2 …………………. – element in an electronic document that links to another place in the same document or to an entirely different document

3 …………………. – an example of this is microsoft.com

4 …………………. – listings on search engine results pages that appear because of their relevance to the search terms

5 …………………. – website or service that offers a broad array of resources and services, such as e-mail, forums, search engines, and online shopping malls

6 …………………. – the page displayed by a search engine in response to a query by a searcher

7 …………………. – is synonym for bookmark
8 …………………. – the global address of documents and other resources on the World Wide
Web
9 …………………. – the underlying protocol used by the World Wide Web to define how messages are formatted and transmitted.
10 …………………. – subject directories that are selected by people and organized into hierarchical subject categories
11 …………………. – the place where a web page is located
12 …………………. – an extension to hypertext that supports linking graphics, sound, and video elements in addition to text elements

Thanks !

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