MIS3690 WEB TECHNOLOGIES

BABSON COLLEGE

TOIM DIVISION

OPTIMIZING WEB PAGES AND PUBLISHING PAGES

THE PROCESS OF PUBLISHING PAGES

- Create your pages locally
    - Test and validate pages
- Identify a host service
- Register a domain name
- Transfer and Maintain pages
- Search Engine Optimization

PREPARE YOUR WEB PAGES

- Test thoroughly
  - Use HTML validator (http://validator.w3.org/) and CSS validator (http://jigsaw.w3.org/css-validator/)
  - Test with different browsers
  - Remove or correct broken links
    - http://validator.w3.org/checklink/

PREPARE YOUR WEB PAGES

- Evaluate Performance
  - Is it loading "acceptably" quickly?
    - What is "acceptable"?
- Improve Performance (if necessary)
  - Reduce content
  - Modify multimedia files
  - Make the page simple and clean
  - Locate all necessary files in one place.

PREPARE YOUR WEB PAGES

- Use appropriate title for each page

- Use `<meta/>` tags for search engine reference

  - `<meta>` tag attributes are name and content

  - Example:
    ```
    <meta name="description" content="The New York Times:
    Find breaking news, multimedia, reviews & opinion on
    Washington, business, sports, movies, travel, books,
    jobs, education, real estate, cars & more at
    nytimes.com." />
    ```

- All "meta" goes between the `<head>` and `</head>` tags

COMMON <META> NAMES

- description – short description of the page

  `<meta name="description" content="…"`

- keywords – comma delimited list of search terms

  `<meta name="keywords" content="…"`

- author – the author of the page

  `<meta name="author" content="…"`

SPECIFYING TITLE, DESCRIPTION & KEYWORDS

- In summary, specify title, description and keywords that contain words or phrases that users would enter as search terms.
  - Review similar sites
    - Go to site and VIEW | SOURCE
  - Survey users
  - Sound judgment
- **SEO Basics: How to Add Keywords to a Website**

KEYWORD

- It is not only about keywords that describe your web site.

- It is also about keywords/phrases that users type in to search the web

- It is also about how many competitors are using the keyword/phrase.

- It is about using keywords in your internal links (don't use HOME).

- Using keywords in your `alt` attribute tag.

- Placing keywords in the `<h>` tags

- Use key words multiple times in a page (less than 5-10% of the page content)

MOST IMPORTANT…..

- Make your website USEFUL

- Like a product – people should need it.
    - Build a community around it
    - Refresh content and keep it up-to-date
    - Limit the use of multi-media
        - Flash for demos/presentations is good
        - Flash for intro is bad.

EVALUATE HOST SERVICES

- What's important?

    - Price

    - Storage and transaction limits

    - Technical features

    - E-Commerce features

    - Customer service features

    - Reliability

EVALUATE HOST SERVICES

- Technical Features
  - Disk Storage (on Web Server)
    - Storage in GB or MB (Allotment and Overage)
    - Redundancy (reliability)
  - Network Connection (of Web Server)
  - How soon can changes be seen?
  - Email Service
    - Number of Accounts
    - Type of Account
    - POP/IMAP: Use Outlook, Mail (in Mac)
    - Web-based: Use Browser Program
    - Forwarding Option

EVALUATE HOST SERVICES (CONT.)

- Technical Features (cont.)
  - Server-side Support
    - FrontPage Extensions
    - Streaming Media
      - Real Audio & Video
      - QuickTime
    - Adobe (Flash/Shockwave)
    - ASP, CGI, PHP

EVALUATE HOST SERVICES (CONT.)

- E-Commerce Features
  - Shopping Cart
  - Credit Card Payment
    - Need SSL (Encryption)
- Reporting
  - Standard Reports
    - Site Statistics on Traffic (Hits, Click-through rate)
  - Ad Hoc Reports
    - Log Files
    - MySQL

EVALUATE HOST SERVICES (CONT.)

- Customer Service Features
  - Technical Support
    - Availability (24/7)
    - Contact Options (Phone, Email)
  - Domain Name Registration/ Renewal
  - Content Update Frequency

SELECT A HOST SERVICE

- Do a search for top hosting, best hosting, cheap hosting, or hosting reviews

- Prices will often be shown for package that includes advertising and full year commitment

  - Your project website must have NO advertising

  - Calculate total rate assuming 3 months of service and one domain name

- FYI:

  - http://www.hosting-review.com/hosting-directory/top-10-lists/Top-10-Overall-Web-Hosts.shtml

  - http://www.consumer-rankings.com/hosting/

  - http://www.bluehost.com/

  - http://www.000webhost.com

REGISTER YOUR DOMAIN NAME

- Registering your domain name
  - Your selected hosting service may bundle domain name registration with hosting fee
    - Even if not, it's easiest if you purchase the domain name from the hosting company
  - Other alternatives
    - Search "domain name registration" (InterNIC – part of ICANN)
    - http://www.internic.net/
    - Review fees (first and annual) and services
  - Registration sites usually have a service that checks your desired name to see if it is available
    - If not, may offer suggestions for similar names

TRANSFER YOUR FILE

- Use FileZilla FTP client

- Many hosts also have Web-based file transfer

- Web-authoring Programs usually have a "publish" feature

HELP FOR ALL - GODADDY SOLUTION

- Domain Name Registration - Search and Register Website Name
  https://www.youtube.com/watch?v=5aUKxJnlKkQ

- Web Hosting with GoDaddy: http://www.youtube.com/watch?v=oSIi88zxmyo

- How to Access Web Server Via FTP Client (HD):
  http://www.youtube.com/watch?v=vf84PCqWYL8

- Edit Domain Name Servers in GoDaddy:
  http://www.youtube.com/watch?v=2tIGKV9rzJs

- Add Domain Name to Web Hosting Account :
  https://www.youtube.com/watch?v=oa3B9ZCYrVQ

ATTRACT TRAFFIC TO YOUR SITE

- To start…
    - Submit your home page to the search engine crawlers
        - Google
        - Yahoo! Search
        - Bing
- In the long run…
    - SEO
    - Advertising (for fee)

SEARCH ENGINE OPTIMIZATION (SEO)

■ Introduction to Search Engine Optimization

  ■ http://www.slideshare.net/randfish/introduction-to-seo-5003433

  ■ https://www.youtube.com/watch?v=ID-kjYvTQxk

■ Google's Search Engine Optimization Starter Guide

  ■ www.google.com/webmasters/docs/search-engine-optimization-starter-guide.pdf

■ Lynda course - Danny Sullivan on SEO

  ■ https://www.lynda.com/SEO-tutorials/Danny-Sullivan-SEO/544272-2.html

GET THIS DONE…SOON

- Sign up for a hosting service (there must be no advertising)

- Sign up for a domain (this typically is not free)

  - I recommend that you purchase your domain name from your hosting service if possible

- FTP or upload an index.htm page to your hosting service

- Add a link from your low.htm page to your hosted index.htm page

  - It might take 24 hours for this link to work

- Get this done before class on 6/7, Wednesday.