



# COMP1710/6780

## Web Development and Design

Week 2 1-5 August 2022



	Monday	Tuesday	Wednesday	Thursday	Friday
9am			In person: <b>Joey/Bill</b> Online: <b>Adi</b>		
10am			<b>Hybrid tutorial</b> <i>ComA 02</i>	In person: <b>Erika</b> Online: <b>Jiannan</b>	
11am			In person: <b>Joey</b> Online: <b>Rahul</b>	<b>Hybrid tutorial</b> <i>ComA 05</i>	Online: <b>Jiannan</b> Online: <b>Jinjian</b>
12pm			<b>Hybrid tutorial</b> <i>ComA 03</i>		<i>ComA 09</i>
1pm		Lecture B			Online: <b>Manett</b> Online: <b>Bill</b>
2pm				Online: <b>Jinjian</b> Online: <b>Erika</b>	<i>ComA 07</i>
3pm		In person : <b>Rahul</b> Online: <b>Bill</b>		<i>ComA 08</i>	
4pm	Lecture A	<b>Hybrid tutorial</b> <i>ComA 01</i>	In person: <b>David</b> Online: <b>Manett</b>		In person: <b>David</b> Online: <b>Zhiheng</b>
5pm			<b>Hybrid tutorial</b> <i>ComA 04</i>	Online: <b>Adi</b> Online: <b>Joey</b> (tutorial was 2-4)	<b>Hybrid tutorial</b> <i>ComA 06</i>
6pm					
<b>Legend</b>	Lecture				
	<b>Hybrid tutorial</b>				
	Fully online tutorial				

Hybrid tutorial means that you can attend in person in N112 or online via the Zoom link (check Piazza and Wattle for Zoom links) One tutor will be in the room and another will be on Zoom.



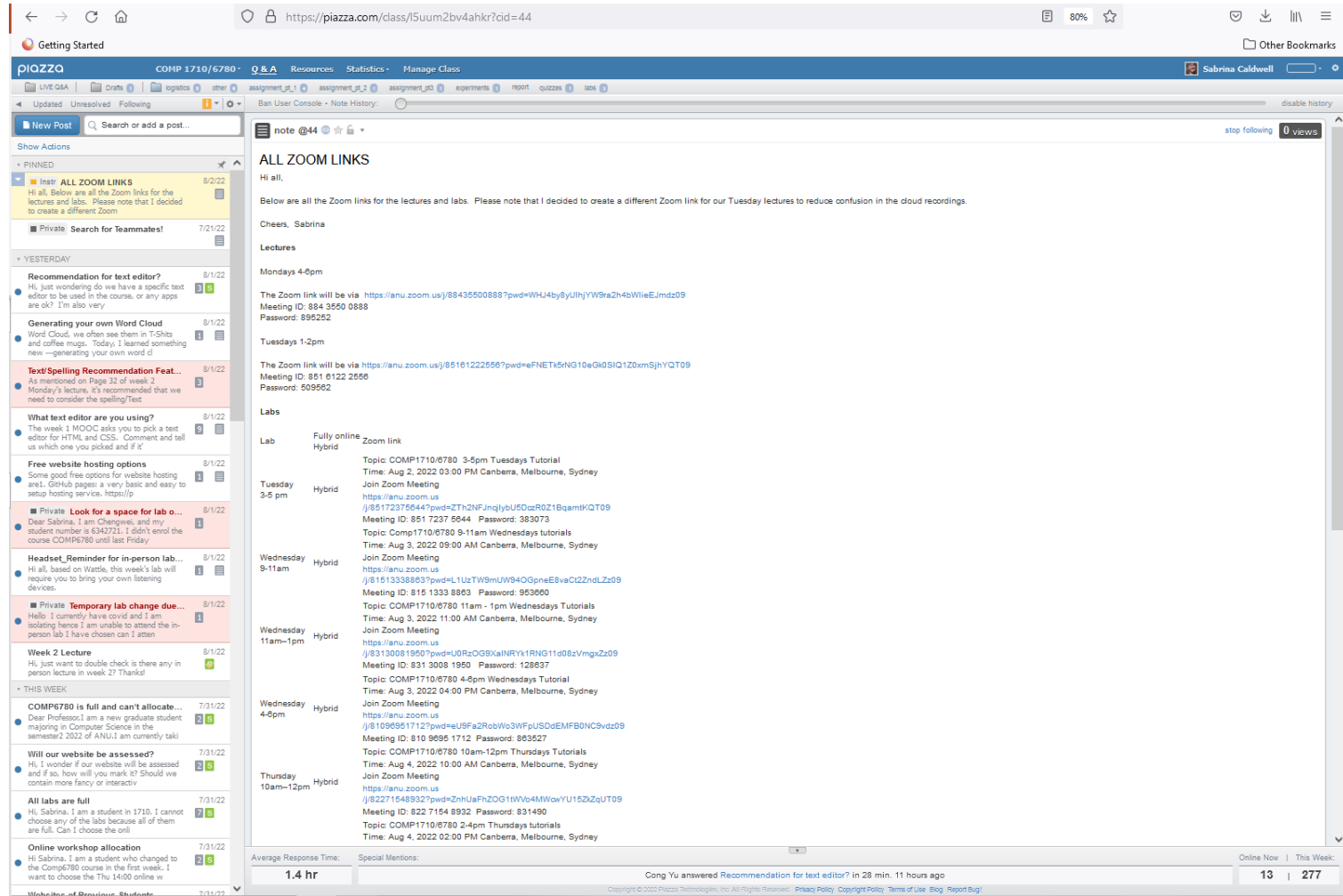
# Labs start this week!: ZOOM LINKS

Lab	Fully online Hybrid	Zoom link
<b>Tuesday 3-5 pm</b>	Hybrid	Topic: COMP1710/6780 3-5pm Tuesdays Tutorial Time: Aug 2, 2022 03:00 PM Canberra, Melbourne, Sydney Join Zoom Meeting <a href="https://anu.zoom.us/j/85172375644?pwd=ZTh2NFJncjlybU5DczR0Z1BqamtKQT09">https://anu.zoom.us/j/85172375644?pwd=ZTh2NFJncjlybU5DczR0Z1BqamtKQT09</a> Meeting ID: 851 7237 5644 Password: 383073
<b>Wednesday 9-11am</b>	Hybrid	Topic: Comp1710/6780 9-11am Wednesdays tutorials Time: Aug 3, 2022 09:00 AM Canberra, Melbourne, Sydney Join Zoom Meeting <a href="https://anu.zoom.us/j/81513338863?pwd=L1UzTW9mUW94OGpneE8vaCt2ZndLZz09">https://anu.zoom.us/j/81513338863?pwd=L1UzTW9mUW94OGpneE8vaCt2ZndLZz09</a> Meeting ID: 815 1333 8863 Password: 953660
<b>Wednesday 11am–1pm</b>	Hybrid	Topic: COMP1710/6780 11am - 1pm Wednesdays Tutorials Time: Aug 3, 2022 11:00 AM Canberra, Melbourne, Sydney Join Zoom Meeting <a href="https://anu.zoom.us/j/83130081950?pwd=U0RzOG9XaINRYk1RNG11d08zVmgxZz09">https://anu.zoom.us/j/83130081950?pwd=U0RzOG9XaINRYk1RNG11d08zVmgxZz09</a> Meeting ID: 831 3008 1950 Password: 128637
<b>Wednesday 4-6pm</b>	Hybrid	Topic: COMP1710/6780 4-6pm Wednesdays Tutorial Time: Aug 3, 2022 04:00 PM Canberra, Melbourne, Sydney Join Zoom Meeting <a href="https://anu.zoom.us/j/81096951712?pwd=eU9Fa2RobWo3WFPUSDdEMFB0NC9vdz09">https://anu.zoom.us/j/81096951712?pwd=eU9Fa2RobWo3WFPUSDdEMFB0NC9vdz09</a> Meeting ID: 810 9695 1712 Password: 863527
<b>Thursday 10am–12pm</b>	Hybrid	Topic: COMP1710/6780 10am-12pm Thursdays Tutorials Time: Aug 4, 2022 10:00 AM Canberra, Melbourne, Sydney Join Zoom Meeting <a href="https://anu.zoom.us/j/82271548932?pwd=ZnhUaFhZOG1tWVo4MWcwYU15ZkZqUT09">https://anu.zoom.us/j/82271548932?pwd=ZnhUaFhZOG1tWVo4MWcwYU15ZkZqUT09</a> Meeting ID: 822 7154 8932 Password: 831490
<b>Thursday 2-4pm</b>	Fully online	Topic: COMP1710/6780 2-4pm Thursdays tutorials Time: Aug 4, 2022 02:00 PM Canberra, Melbourne, Sydney Join Zoom Meeting <a href="https://anu.zoom.us/j/89591790852?pwd=OVliZHY0MTdsNkQxTIVpTDJHwJlnZz09">https://anu.zoom.us/j/89591790852?pwd=OVliZHY0MTdsNkQxTIVpTDJHwJlnZz09</a> Meeting ID: 895 9179 0852 Password: 486083
<b>Thursday 4-6pm</b>	Hybrid	Topic: COMP1710/6780 4-6pm Thursdays tutorials Time: Aug 4, 2022 04:00 PM Canberra, Melbourne, Sydney Join Zoom Meeting <a href="https://anu.zoom.us/j/86847152111?pwd=T1VKRnhaYm5Tb3Z0OEEzZC9QUUFyZz09">https://anu.zoom.us/j/86847152111?pwd=T1VKRnhaYm5Tb3Z0OEEzZC9QUUFyZz09</a> Meeting ID: 868 4715 2111 Password: 944570
<b>Thursday 5-7pm</b>	Fully online	Topic: COMP1710/6780 5-7 Thursdays tutorials Time: Aug 4, 2022 05:00 PM Canberra, Melbourne, Sydney Join Zoom Meeting <a href="https://anu.zoom.us/j/86144613112?pwd=cHRYbFI2Uy9HOEw4eGU0b2Fuc1VUQT09">https://anu.zoom.us/j/86144613112?pwd=cHRYbFI2Uy9HOEw4eGU0b2Fuc1VUQT09</a> Meeting ID: 861 4461 3112 Password: 082773
<b>Friday 11am-1pm</b>	Fully online	Topic: COMP1710/6780 11am-1pm Fridays tutorials Time: Aug 5, 2022 11:00 AM Canberra, Melbourne, Sydney Join Zoom Meeting <a href="https://anu.zoom.us/j/88082873635?pwd=UXIYVTAXMWJxRnJrL09UYmdlcVhqZz09">https://anu.zoom.us/j/88082873635?pwd=UXIYVTAXMWJxRnJrL09UYmdlcVhqZz09</a> Meeting ID: 880 8287 3635 Password: 126878
<b>Friday 1pm–3pm</b>	Fully online	Topic: COMP1710/6780 1pm - 3pm Fridays tutorials Time: Aug 5, 2022 01:00 PM Canberra, Melbourne, Sydney Join Zoom Meeting <a href="https://anu.zoom.us/j/89663990950?pwd=Y2tWS1VmVDRtUkNseUtWSUo4eGNDdz09">https://anu.zoom.us/j/89663990950?pwd=Y2tWS1VmVDRtUkNseUtWSUo4eGNDdz09</a> Meeting ID: 896 6399 0950 Password: 626662



# Labs start this week!: ZOOM LINKS

Zoom links for both lectures and all labs pinned to the top of Piazza throughout the semester.



The screenshot shows a Piazza forum page for the course COMP1710/6780. A large blue arrow points from the text above to the pinned post. The post, titled "ALL ZOOM LINKS", is pinned to the top of the forum. It contains a list of Zoom links for lectures and labs, organized by day and time. The post also includes a section for "Labs" with details about the fully online and hybrid lab formats. The forum interface includes a search bar, a list of recent posts, and a sidebar with navigation links.

**ALL ZOOM LINKS**

Hi all,

Below are all the Zoom links for the lectures and labs. Please note that I decided to create a different Zoom link for our Tuesday lectures to reduce confusion in the cloud recordings.

Cheers, Sabrina

**Lectures**

**Mondays 4-6pm**

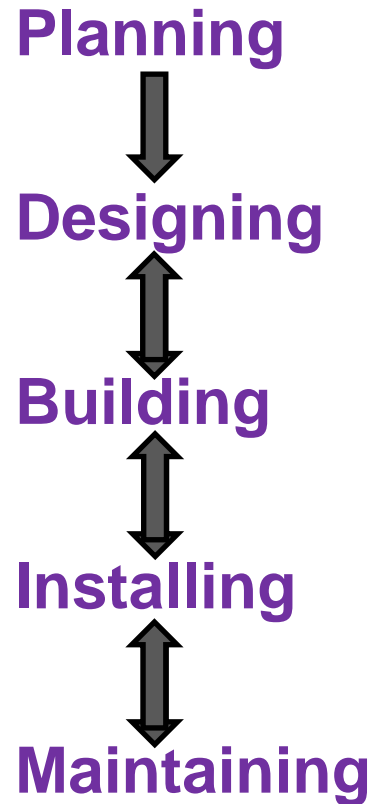
The Zoom link will be via <https://anu.zoom.us/j/88435500888?pwd=WHJ4by8yUlhjYW9ra2h4bWlleEJmdz09>  
Meeting ID: 884 3550 888  
Password: 895252

**Tuesdays 1-2pm**

The Zoom link will be via <https://anu.zoom.us/j/85161222556?pwd=FNk1eG10eGh0SIQ1Z0xmSjhYQT09>  
Meeting ID: 851 6122 2556  
Password: 509562

**Labs**

Lab	Format	Zoom link
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## Planning – some indicative questions to consider

- What is the topic?
- Scope
- Interest (who will care and why?)
- How will my site be different?
- Name / domain name
- What content elements will I use?
- What functionality will I implement?

## Designing – some indicative questions to consider

- Visual design – what will the ‘look and feel’ be like?
- Navigation
- How will I organize the content and interaction?
- What will my file structure look like?
- Usability
- ‘Stickiness’ – how do I make the experience so enjoyable/valuable that visitors will return?
- What technologies shall I incorporate (for example basic forms, animations, galleries, more)

## Building – some indicative questions to consider

- Prepare your ~~ingredients~~ elements (images video, text, decorative elements, etc.)
- Understand how to correctly link to files in different folders
- Consider how long pages will take to load
- Do I need a site map? (Probably, for you and your visitors)
- Evaluating and testing





## Installing – some indicative questions to consider

- Where will I host this site? (In this course it is in the private ANU space – Partch)
- Have I ensured that there is an index.html to ‘start’ the website so a browser can load it?
- Have I ensured I unzipped my zipped file?

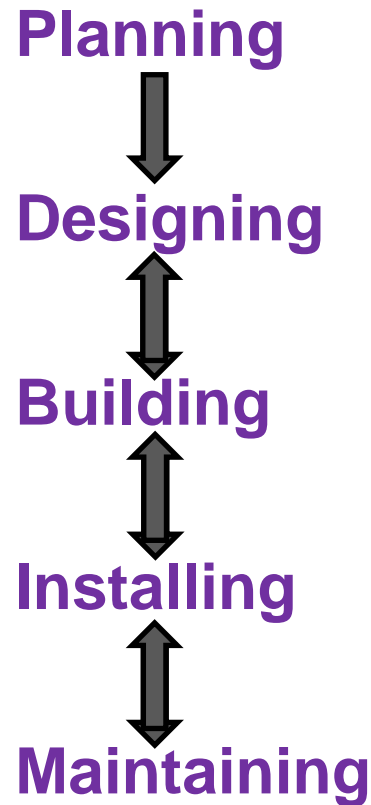
## Maintaining – some indicative questions to consider

- Monitor your site – who is visiting? how many? how long do they stay?
- Consider Search Engine Optimization (SEO)
- Fix problems
- Keep fresh

A note about SEO “According to our research, 24 website characteristics came up as factors affecting any website’s [Google] ranking, with the most references mentioning quality and quantity of backlinks, social media support, keyword in title tag, website structure, website size, loading time, domain age, and keyword density.”

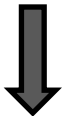
Ziakis, C.; Vlachopoulou, M.; Kyrkoudis, T.; Karagkiozidou, M. Important Factors for Improving Google Search Rank. *Future Internet* **2019**, *11*, 32. <https://doi.org/10.3390/fi11020032>

Then incrementally elevate your website by doing it all again!

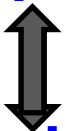


Life of a website on the internet

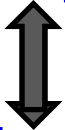
**Discovery**



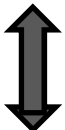
**Adoption**



**Steady state**



**Retirement**



**But... evergreen content, long tail**



## Discovery – some indicative questions to consider

- Is my website discoverable?
- How can I use ‘word of mouth’?
- How can I improve my results on SERPs (Search Engine Results Pages)
- Attending to your early visitors

## Visitors adopt your site

- Content
- Content
- Calls to action
- Being looked after – offer contact, but don't abuse the privilege
- Visitor engagement – conversations, puzzles, competitions
- Social media networking
- SEO
- Did I mention content?

## Steady state – some indicative questions to consider

- Risks (competition, your interest, success, succession)
- Community
- Achievement of desired results
- Can't 'rest on your own laurels' – don't get complacent

**Average lifespan of a website is 2.7 years.**  
Forbes

## Retirement – some indicative questions to consider

- Retiring old site in favour of new?
- Digital cliff
- Graceful departure





## Evergreen content and ‘the long tail of the Internet’

Evergreen content is your website content that doesn’t age, or at least ages slowly. Can you think of some types of content that would last the distance?

If your site has evergreen content, your site will age gracefully and always be relevant. Evergreen content is not usually enough on its own, but it really helps.

“The Long Tail theory suggests that, as the Internet makes distribution easier — and uses state-of-the-art recommendation systems that allows consumers to become aware of more obscure products — demand will shift from the most popular products at the “head” of a demand curve — as charted on an xy axis — to the aggregate power of a long “tail” made up of demand for many different niche products.”

# Have fun in the labs and...

Don't get too stressed. There is a lot to learn but there is plenty of time to learn it, and you will definitely learn by doing.

Remember to submit your topic

Start assembling the content you think you'll want to use

Don't forget to complete MOOC 1&2 in the labs or in your own time but do complete them and remember the quizlets are part of your marks – they close on 7<sup>th</sup> August 11:55pm

... see you next week!