
Implementation of a website/page

Website policies and planning

Updating of a website

Presentation by Sam Ng'ete (KMFRI) and Chris Kinuthia
(Globefinity Systems Ltd)





United Nations
Educational, Scientific and
Cultural Organization



Intergovernmental
Oceanographic
Commission



web · site

'websīt/

Noun COMPUTING

- ▶ a location connected to the Internet that maintains one or more pages on the World Wide Web.



Website – Detailed Definition

- ▶ A website is a collection of related web pages, including multimedia content, typically identified with a common domain name, and published on at least one web server.
- ▶ A web site may be accessible via a public Internet Protocol (IP) network, such as the Internet, or a private local area network (LAN), by referencing a uniform resource locator (URL) that identifies the site.



The Web Site Design and Development Process

The exact process will vary slightly from designer to designer, but the basics are the same.

- ▶ Information Gathering
- ▶ Planning
- ▶ Design
- ▶ Development
- ▶ Testing and getting website online
- ▶ Maintenance



Phase One: Information Gathering

The first step in designing a successful web site is to gather information. Many things need to be taken into consideration when the look and feel of your site is created.

This first step is actually the most important one, as it involves a solid understanding of the company it is created for. It involves a good understanding of *you* – what your business goals and dreams are, and how the web can be utilized to help you achieve those goals.



Certain things to consider are:

▶ **Purpose**

What is the purpose of the site? Do you want to provide information, promote a service, sell a product... ?

▶ **Goals**

What do you hope to accomplish by building this web site? Two of the more common goals are either to make money or share information.

▶ **Target Audience**

Is there a specific group of people that will help you reach your goals? It is helpful to picture the “ideal” person you want to visit your web site. Consider their age, sex or interests – this will later help determine the best design style for your site.

▶ **Content**

What kind of information will the target audience be looking for on your site? Are they looking for specific information, a particular product or service, online ordering...?

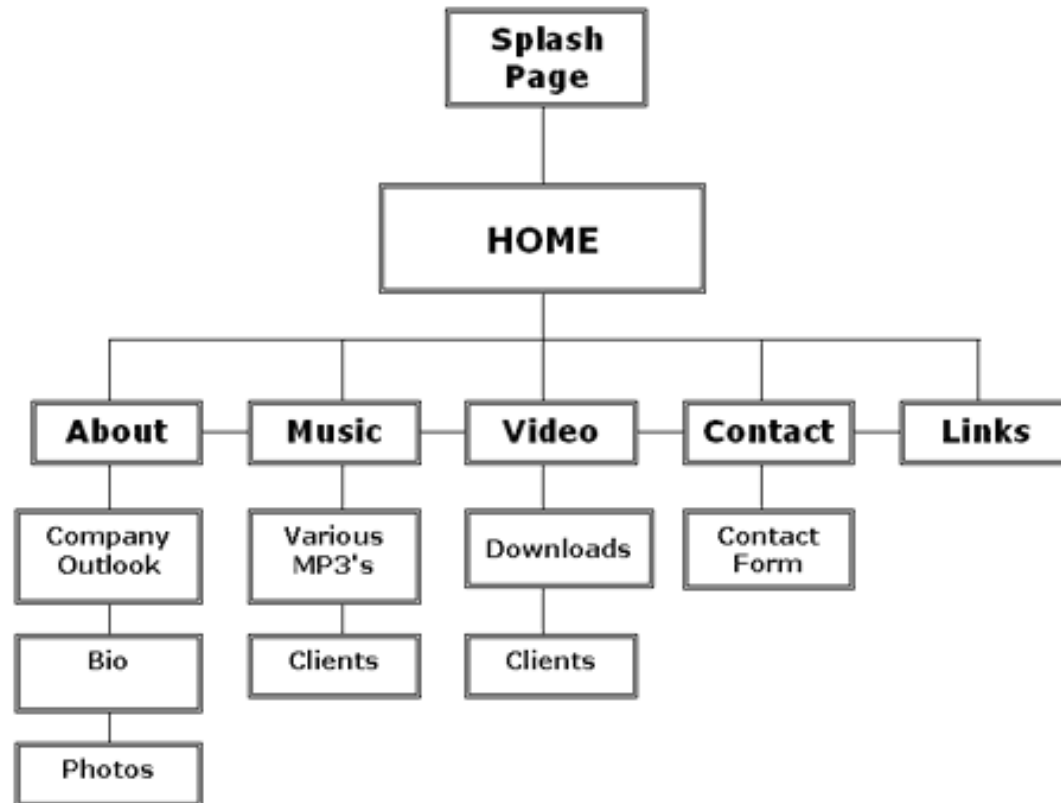


Phase Two: Planning

- ▶ Using the information gathered from phase one, it is time to put together a plan for your web site. This is the point where a site map is developed.
- ▶ The site map is a list of all main topic areas of the site, as well as sub-topics, if applicable. This serves as a guide as to what content will be on the site, and is essential to developing a consistent, easy to understand navigational system. The end-user of the web site – aka your customer – must be kept in mind when designing your site. These are, after all, the people who will be learning about your service or buying your product. A good user interface creates an easy to navigate web site, and is the basis for this.
- ▶ During the planning phase, you decide what technologies should be implemented. Elements such as what CMS (content management system) such as [WordPress](#) to incorporate, will any contact forms be needed, etc. are discussed when planning your web site.



SAMPLE SITE MAP



DESIGN

- ▶ Drawing from the information gathered up to this point, it's time to determine the look and feel of your site.
- ▶ Target audience is one of the key factors taken into consideration. A site aimed at teenagers, for example, will look much different than one meant for a financial institution. As part of the design phase, it is also important to incorporate elements such as the company logo or colors to help strengthen the identity of your company on the web site.
- ▶ Your web designer will create one or more prototype designs for your web site. This is typically a .jpg image of what the final design will look like. Often times you will be sent an email with the mock-ups for your web site, while other designers take it a step further by giving you access to a secure area of their web site meant for customers to view work in progress.



DEVELOPMENT

Most complex part of the web page creation process and there are a number of topics to be aware of at this stage

Design Basics: The elements of good and appropriate design and how to use them on websites.

- Learning HTML: HyperText Markup Language or HTML is the building blocks of a web page. While there are many platforms out there that will code a page's HTML for you, you'll do better and have far more flexibility and control if you learn the basics of HTML.

- Learning CSS: Cascading Style Sheets dictate how web pages look. Learning CSS will help you change the visual appearance of a site to match the design needs of a project.

- Web Page Editors: Different editors will allow you to accomplish different things. HTML and CSS can be written in simple text editors, like Notepad, or they can use software like Adobe Dreamweaver to get some assistance with the pages you are creating. You may also decide to use a Content Management System to build and power your website.



Types of Websites

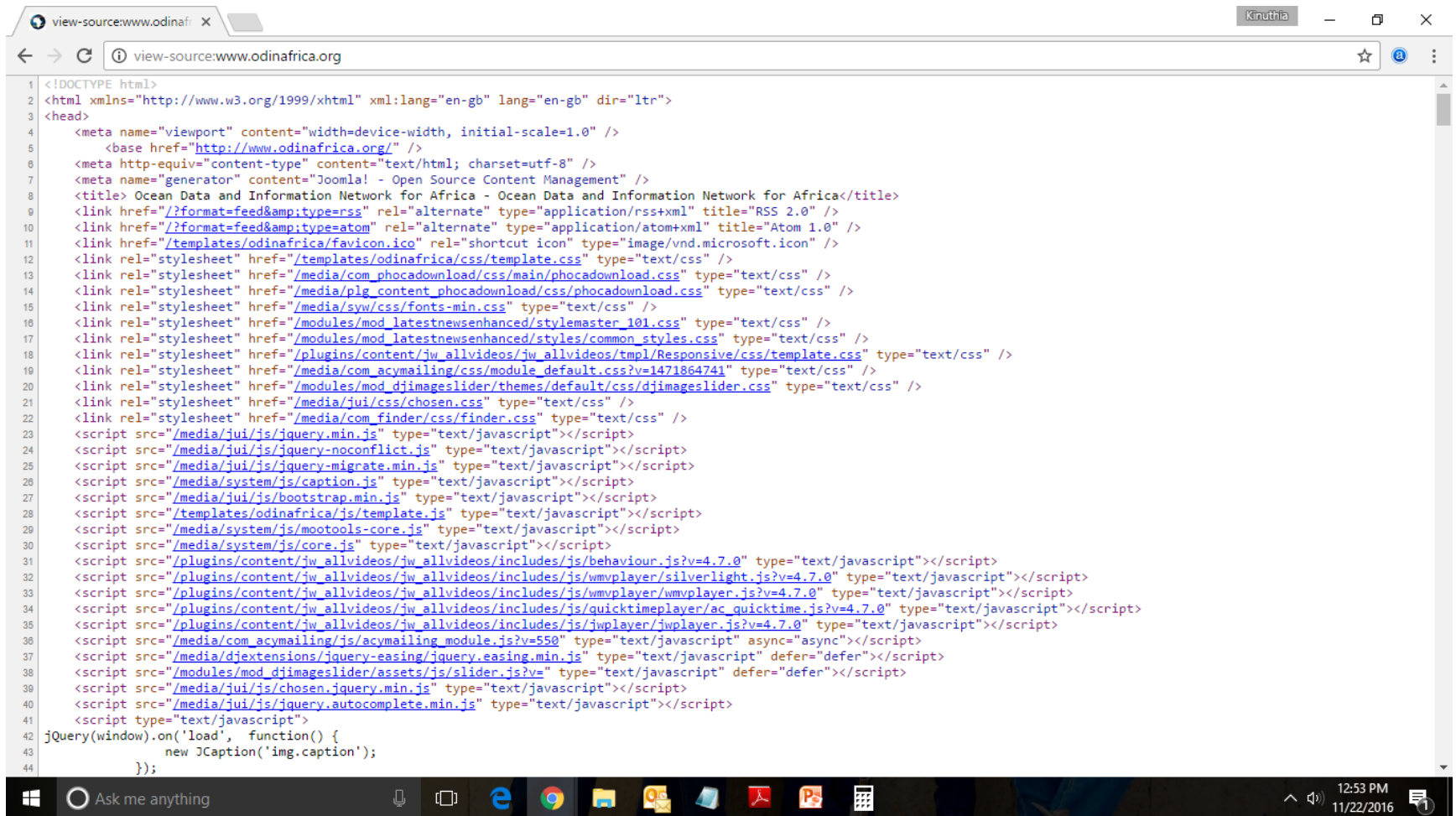
- ▶ Static -(plain html) / brochure website.

You can Script using notepad, but more often we use GUI software like Dreamweaver etc.

- ▶ Dynamic (CMS, Content Management System.
 - Joomla
 - WordPress
 - Drupal
 - Custom



MARKUP – All browsers should read this



```
1 <!DOCTYPE html>
2 <html xmlns="http://www.w3.org/1999/xhtml" xml:lang="en-gb" lang="en-gb" dir="ltr">
3 <head>
4   <meta name="viewport" content="width=device-width, initial-scale=1.0" />
5   <base href="http://www.odinafrica.org/" />
6   <meta http-equiv="content-type" content="text/html; charset=utf-8" />
7   <meta name="generator" content="Joomla! - Open Source Content Management" />
8   <title> Ocean Data and Information Network for Africa - Ocean Data and Information Network for Africa</title>
9   <link href="/?format=feed&amp;type=rss" rel="alternate" type="application/rss+xml" title="RSS 2.0" />
10  <link href="/?format=feed&amp;type=atom" rel="alternate" type="application/atom+xml" title="Atom 1.0" />
11  <link href="/templates/odinafrica/favicon.ico" rel="shortcut icon" type="image/vnd.microsoft.icon" />
12  <link rel="stylesheet" href="/templates/odinafrica/css/template.css" type="text/css" />
13  <link rel="stylesheet" href="/media/com_phocadownload/css/main/phocadownload.css" type="text/css" />
14  <link rel="stylesheet" href="/media/plg_content_phocadownload/css/phocadownload.css" type="text/css" />
15  <link rel="stylesheet" href="/media/syw/css/fonts-min.css" type="text/css" />
16  <link rel="stylesheet" href="/modules/mod_latestnewsenhanced/stylemaster_101.css" type="text/css" />
17  <link rel="stylesheet" href="/modules/mod_latestnewsenhanced/styles/common_styles.css" type="text/css" />
18  <link rel="stylesheet" href="/plugins/content/jw_allvideos/jw_allvideos/tmpl/Responsive/css/template.css" type="text/css" />
19  <link rel="stylesheet" href="/media/com_acymailing/css/module_default.css?v=1471864741" type="text/css" />
20  <link rel="stylesheet" href="/modules/mod_djimageslider/themes/default/css/djimageslider.css" type="text/css" />
21  <link rel="stylesheet" href="/media/jui/css/chosen.css" type="text/css" />
22  <link rel="stylesheet" href="/media/com_finder/css/finder.css" type="text/css" />
23  <script src="/media/jui/js/jquery.min.js" type="text/javascript"></script>
24  <script src="/media/jui/js/jquery-noconflict.js" type="text/javascript"></script>
25  <script src="/media/jui/js/jquery-migrate.min.js" type="text/javascript"></script>
26  <script src="/media/system/js/caption.js" type="text/javascript"></script>
27  <script src="/media/jui/js/bootstrap.min.js" type="text/javascript"></script>
28  <script src="/templates/odinafrica/js/template.js" type="text/javascript"></script>
29  <script src="/media/system/js/mootools-core.js" type="text/javascript"></script>
30  <script src="/media/system/js/core.js" type="text/javascript"></script>
31  <script src="/plugins/content/jw_allvideos/jw_allvideos/includes/js/behaviour.js?v=4.7.0" type="text/javascript"></script>
32  <script src="/plugins/content/jw_allvideos/jw_allvideos/includes/js/wmplayer/silverlight.js?v=4.7.0" type="text/javascript"></script>
33  <script src="/plugins/content/jw_allvideos/jw_allvideos/includes/js/wmplayer/wmplayer.js?v=4.7.0" type="text/javascript"></script>
34  <script src="/plugins/content/jw_allvideos/jw_allvideos/includes/js/quicktimeplayer/ac_quicktime.js?v=4.7.0" type="text/javascript"></script>
35  <script src="/plugins/content/jw_allvideos/jw_allvideos/includes/js/jwplayer/jwplayer.js?v=4.7.0" type="text/javascript"></script>
36  <script src="/media/com_acymailing/js/acymailing_module.js?v=550" type="text/javascript" async="async"></script>
37  <script src="/media/djextensions/jquery-easing/jquery.easing.min.js" type="text/javascript" defer="defer"></script>
38  <script src="/modules/mod_djimageslider/assets/js/slider.js?v=" type="text/javascript" defer="defer"></script>
39  <script src="/media/jui/js/chosen.jquery.min.js" type="text/javascript"></script>
40  <script src="/media/jui/js/jquery.autocomplete.min.js" type="text/javascript"></script>
41  <script type="text/javascript">
42  jQuery(window).on('load', function() {
43    new JCaption('img.caption');
44  });
```

TESTING & Getting website online

- ▶ Get your Domain name
- ▶ Choose a web host or sign up for an account
- ▶ Upload Website (Using FTP – File Transfer Protocol, to location)
- ▶ Get Noticed : SEO and Social Media Marketing



Get Your Domain Name (web address)

Domain names are used to identify one or more IP addresses.

For example, the domain name microsoft.com represents about a dozen IP addresses. Domain names are used in URLs to identify particular Web pages.

For example, in the URL <http://www.pcwebopedia.com/index.html>, the domain name is pcwebopedia.com.

Every domain name has a suffix that indicates which top level domain (TLD) it belongs to. There are only a limited number of such domains. For example:

- | | |
|----------------------------------|---------------------------------|
| .gov - Government agencies | .edu - Educational institutions |
| .org - Organizations (nonprofit) | .mil - Military |
| .com - commercial business | .net - Network organizations |
| .tn – Tunisia | .tz - Tanzania |
| .mg – Madagascar | .ke - Kenya |



Choose a Web Host

- ▶ Web hosting is like rent (Payable monthly or annually) for your website, including the pages, images, documents, and other resources needed to display that site.
- ▶ Web hosting uses a web server, which is where you put those website resource so others can access the through the Web.



SEO – Search Engine Optimization

search en · gine op · ti · mi · za · tion

noun

- ▶ the process of maximizing the number of visitors to a particular website by ensuring that the site appears high on the list of results returned by a search engine.



MAINTENANCE

- ▶ The development of your web site is not necessarily over, though. One way to bring repeat visitors to your site is to offer new content or products on a regular basis.
- ▶ If you prefer to be more hands on, and update your own content, there is something called a CMS (Content Management System) such as [WordPress](#), Joomla or Drupal can be implemented to your web site. This is something that would be decided upon during the Planning stage.



IMPORTANT/Good TO KNOW:

- ▶ Responsive web design (RWD) is an approach to web design aimed at allowing desktop webpages to be viewed in response to the size of the device one is viewing with.

Responsive web design - Wikipedia

https://en.wikipedia.org/wiki/Responsive_web_design



IMPORTANT/Good TO KNOW:

Secure Sockets Layer

- ▶ SSL is a protocol used to provide **security** over the Internet. It is a good idea to use a **security** certificate whenever you are passing personal information between the **website** and **web** server or database.

