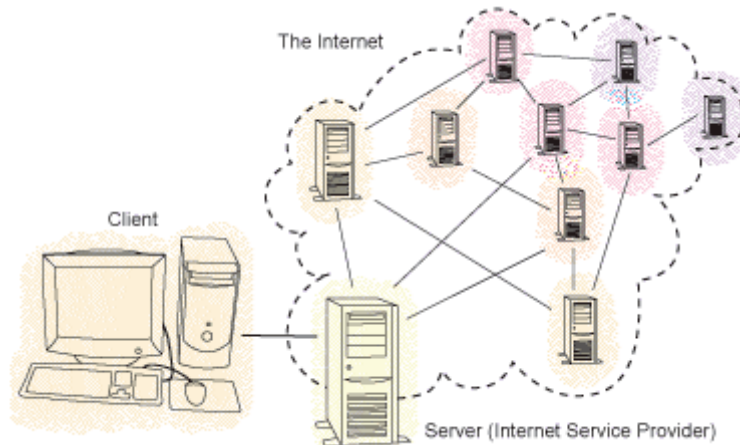


Website Creation, Updating and Upgrading

How does Internet work?

- Internet is a huge collection of computers
 - Yours, mine, web servers, mail servers and so on



- A web server is a computer that holds (hosts) a site
 - Pages containing text, images, videos etc.
 - Fast connection, on all the time

How does Internet work?

- Web servers can, in fact, host many websites
 - Each 'lives' in a folder on the webserver
- You can register a 'domain name' for your site
 - That name applies to the specific folder on the webserver
 - E.g. some-company.co.uk
- To view your domain (your website)
 - Type its name in your browser address box
 - Or click an existing link for that address
 - Your ISP looks up the domain and connects you
- **www** is not part of the domain name

To Build a Website ...

- You need
 - To create the pages of text
 - Create the pictures and photos to be included
 - Link the pages with hyperlinks people can click
 - Transfer (upload) it all to the web server
 - TEST IT !!!
- What web server?
 - You need a company to host your site
 - Free hosting is sluggish and advertisement ridden
 - Ask your ISP or a web company for hosting space
 - They will also sort out your domain registration
 - Cost depends on site size and traffic – expect £100+ per year

Three Approaches

- 1 – Hire a web expert to do it for you
- 2 – Build it yourself with programs on your PC
- 3 – Use an ‘instant’ website facility

We'll consider each in turn ...

Hiring a Web Expert

- Be careful who you hire
 - Web designer
 - specialises in creating the appearance
 - Web developer
 - specialises in programming online forms, databases etc.
 - But designers develop and developers design
 - Bear in mind what your site needs and what's important
 - Ask other companies who built their site for them
- Cost?
 - Beware of a price per page offer – likely to be limited
 - Get a quote like you would for building a loft extension
 - £hundreds for a few simple pages
 - £thousands for a comprehensive shop

Web Expert – pros and cons

- Pros
 - Easiest of all – say what you want and complain when its wrong!
 - You get a professional looking site
 - You get a site that works properly
 - The expert will know how to get it into Search Engines
- Cons
 - Most expensive option
 - Costs more every time you want it updated
 - Cannot update instantly – wait until expert has time

Build it Yourself

- You require
 - Technical-minded attitude
 - Graphic skills to devise something attractive
 - Language skill to write effective copy
 - To obtain (buy) some design programs
 - Time, time and time to learn and do it
 - At college the above is a two year course
- And if you need server programming such as a database
 - Only serious geeks can do this :-)

Build it Yourself

- Don't
 - Unless you are a computer hobbyist willing to learn how
- But perhaps
 - You could learn enough to keep your site updated
 - Enough to alter the words and upload the new pages
(next slide)

Update it Yourself

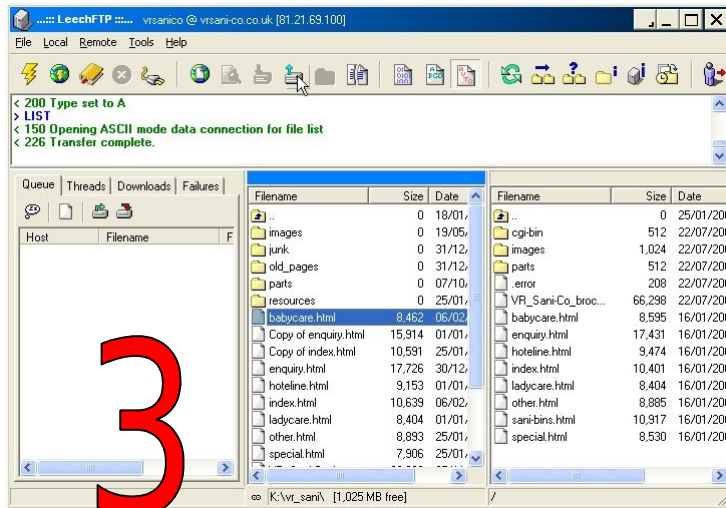
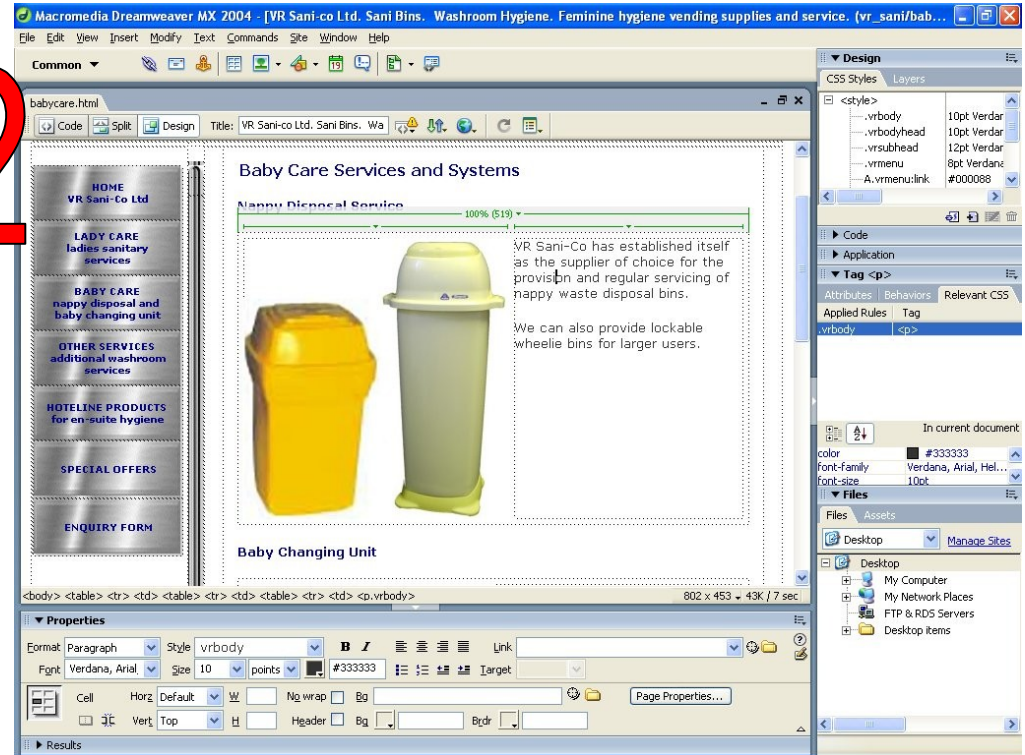
- Have your site designed and built for you
- Ask to be shown how to update the words/prices etc.
 - Should take a few hours to master
 - Don't try to redesign layouts, links etc
 - Avoids ongoing costs for updates
 - Avoids site becoming 'stale'
- Requirements
 - A web page editor program such as Dreamweaver
 - An FTP program for uploading the new pages

Website Creation, Updating and Upgrading

Update it Yourself



2



Build/Update Yourself – Pros and Cons

- Pros
 - Cheapish
 - Possible to build very simple site
 - Updating words on professionally designed site is realistic
- Cons
 - Designing & building requires a variety of talents
 - Very time consuming learning the skills

Use an 'Instant' Website Facility

- Growing number of such facilities on the web
 - Design is all done already
 - Choose from the offered templates
 - Fill in the words in the spaces
 - Upload your pictures
 - Click Publish and your site is instantly online
- They vary in features and complexity
 - Google for “online website builder” and you’ll find dozens to choose from

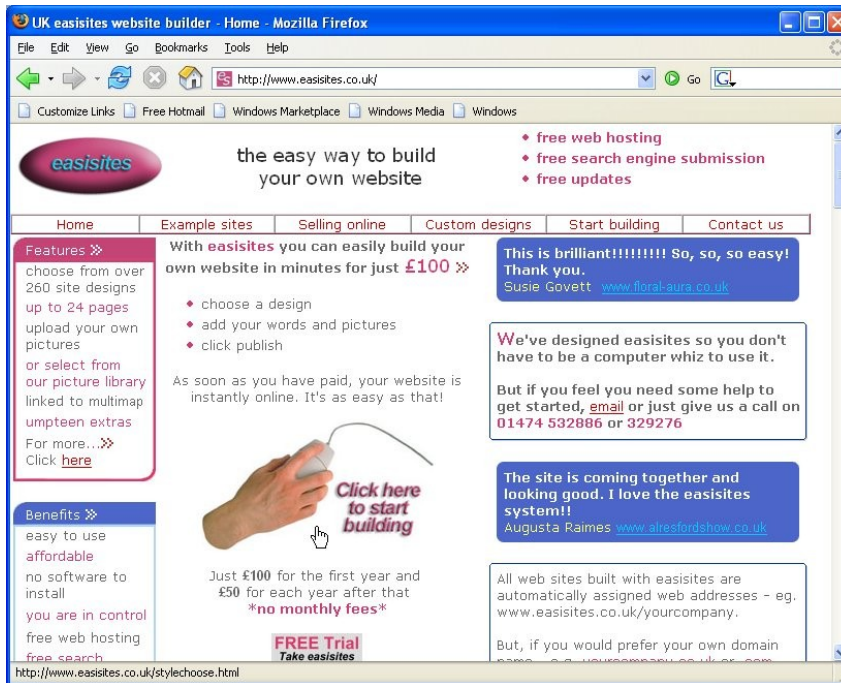
Easisites – our online website builder

- Oriented towards small business
- Try before you buy
 - special offer for today's attendees

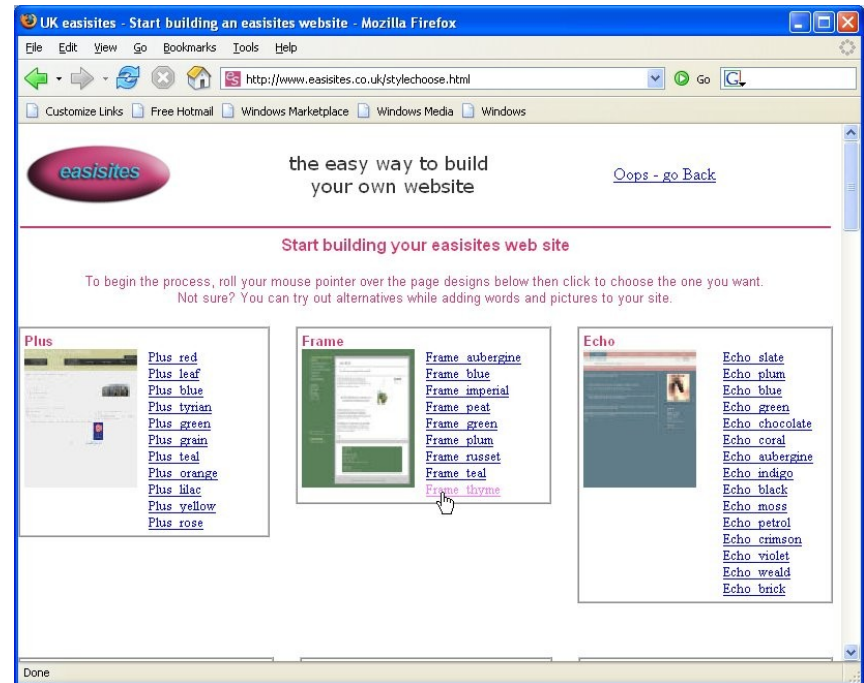
www.easisites.co.uk

- Some easisites features
 - No design or programming skill required
 - Fixed cost no matter how often you update
 - Handles words, pictures, downloadable extras, enquiry form
 - And very soon ... an online shop capability

Building an 'Instant' website

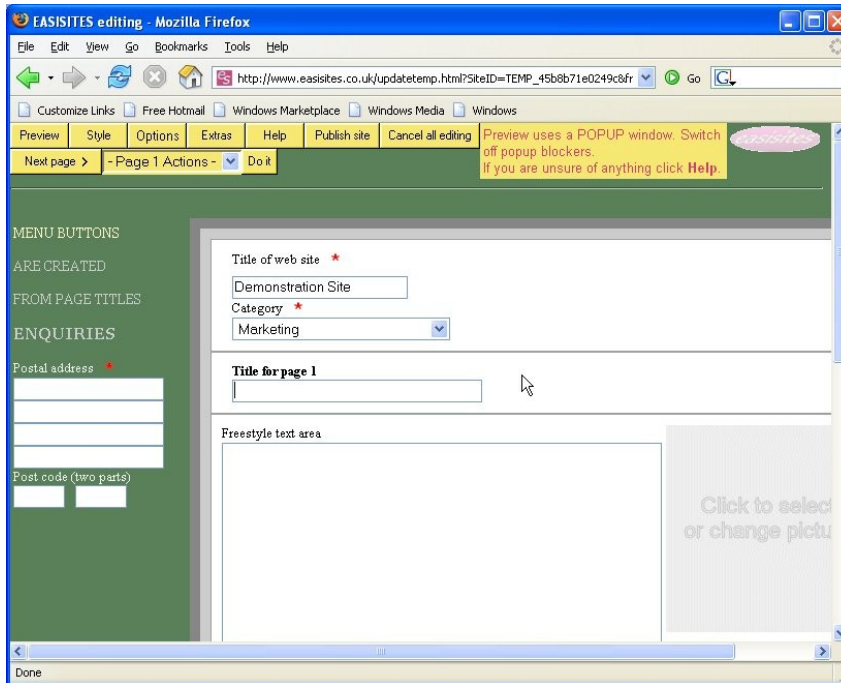


1 – click to start

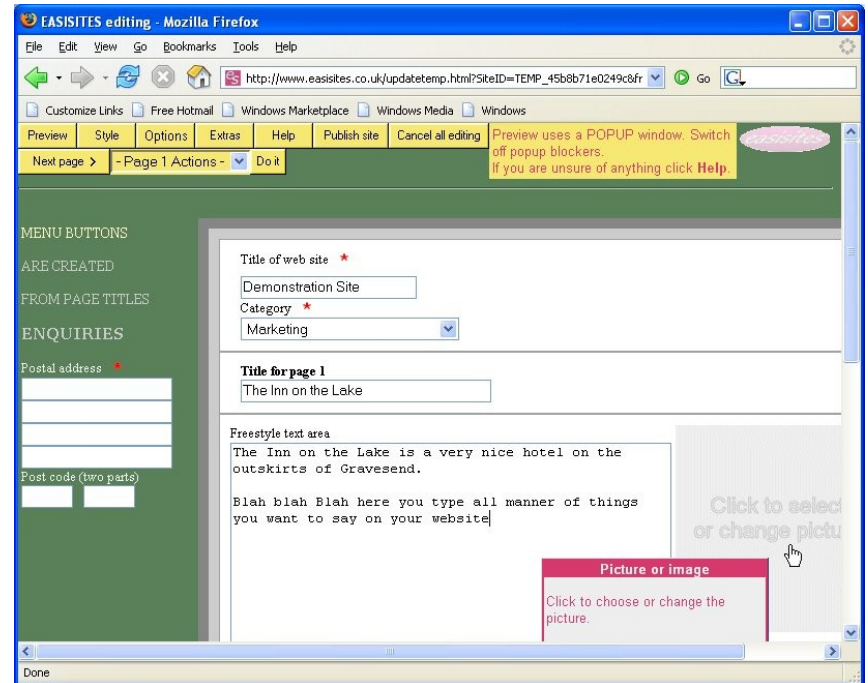


2 – choose a website design

Building an 'Instant' website

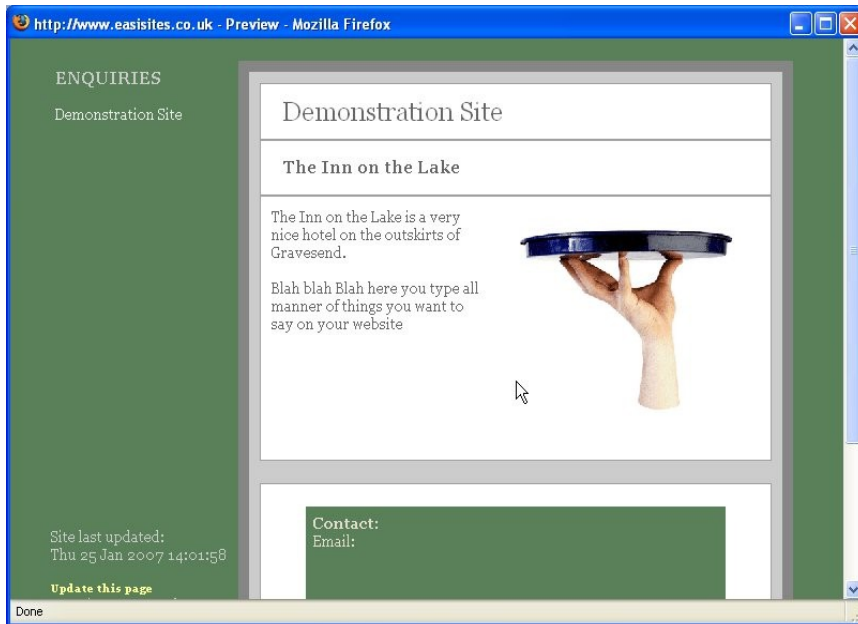


3 – start 'filling in the blanks'

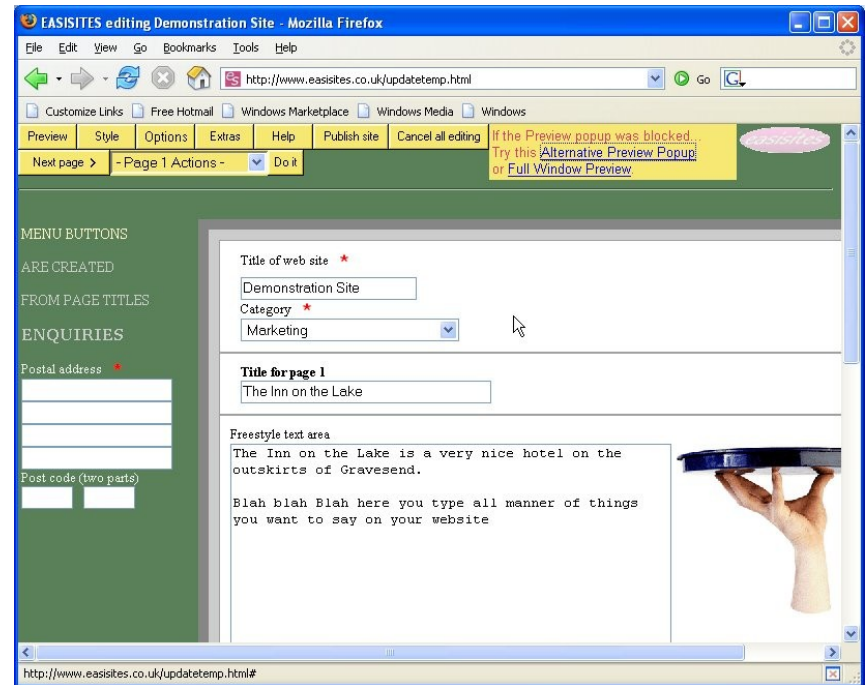


4 – continue with words and pictures

Building an 'Instant' website

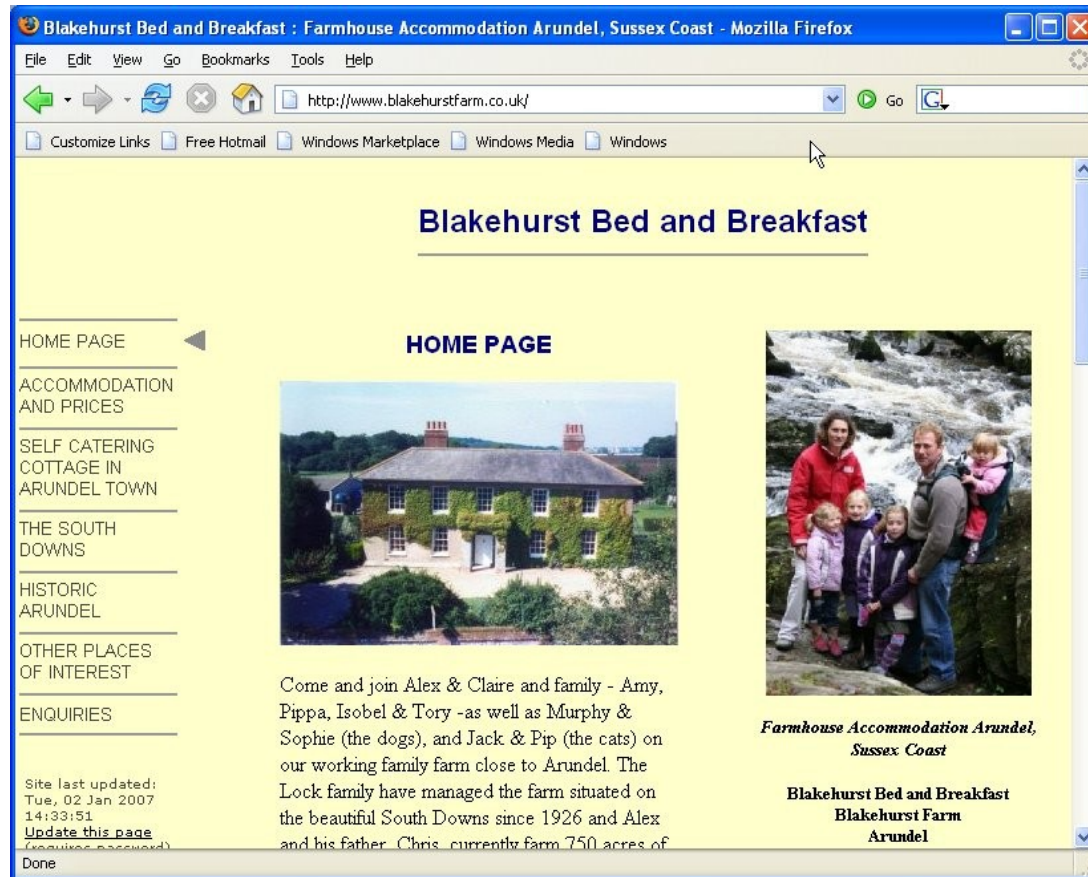


5 – 'Preview' to check the outcome



6 – and so on then 'Publish' when done

Building an 'Instant' website



An example site

'Instant' Website – Pros and Cons

- Pros
 - No graphical or technical abilities required
 - Website content under your own control
 - Easily updated – daily if you wish
 - Probably the cheapest option
- Cons
 - Restricted by facilities of the system
 - You have to devise your own words describing your business

Summary

- How it works
 - A website is a collection of files in a folder on a webserver
 - A domain name is registered for that server/folder
 - e.g. some-company.co.uk
- Methods to build and maintain those site files
 - Hire a web expert
 - Expensive
 - Build it yourself
 - Lots of skills to learn / Updating just the words is realistic
 - Use an 'Instant' website system
 - Cheap and easy but limited by facilities offered

Next Session

- Web Marketing
 - If Search Engines can't find you – neither can customers
 - Optimise for best results – find out how

Website Creation, Updating and Upgrading

Questions

????