

# ***Designing a Website 1***

## ***Principles to be observed***

**A Use a simple text editor or a Web/HTML editor**

**B Keep it Simple and therefore Speedy**

- 1 Keep the code simple
- 2 Keep pictures small

**C Navigation**

- 1 Can visitors move around your site with ease?
- 2 Hyperlinks to other sites; check them & keep them up to date
- 3 Add a search engine

**D Feedback**

Can they contact you?

**E Good Looking**

- 1 Is it easy on the eye & consistent?
- 2 Recognisable house style?

**F Searching (Search Engine Optimisation)**

- 1 Can it be found?
- 2 Interesting text, especially a good first paragraph
- 4 Good Title (specific to each page)
- 5 Good Description & Keywords Meta Tags

**G Accessibility**

Can everyone use your site?

**H Hosting**

Find an ISP & register a URL

**I Uploading**

FTP your new/updated files

## ***Preparation: plan the Site***

**A What is it for?**

**B How are the pages to be linked?**

**C Text**

Have the (plain) text ready

**D Graphics**

Features & Thumbnails

**E List of external hyperlinks**

**F Put all your existing documents into a folder (directly under the C: drive)**

## ***Graphics Elements***

**A Preparing Graphics**

- 1 Use digital photos or
- 2 Scan photos/paintings/drawings or
- 3 Produce images on a computer or
- 4 Use clip art
- 5 Save as (or convert to) jpg or gif or png format

**B Optimise graphics**

- Use Gimp or other graphics package to
- a Resize for the main web page image or for a thumbnail
  - b Crop
  - c Add transparency
  - d Alter file type, using Save As

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## ***Further Technologies - for later consideration***

**A On a traditional website**

Set up internal search using eg FreeFind  
Forms for feedback  
ImageMap, clickable for navigation  
Style Sheets for a uniform look  
Javascript for actions

**B Social Media**

facebook, flickr, YouTube, Blogger, twitter, LinkedIn etc

# Designing a Website 2

## Construct the site

### A Open a text editor eg Notepad

- 1 Type in or copy in the text for your first page
- 2 Insert special characters eg &amp; &quot; &pound; &copy; &lt; &gt;

### B Format the text

- 1 Mark the first line as a Header 1: <h1>My Header</h1>
- 2 Add paired Paragraph Tags  
<p> at the beginning of each paragraph and at the end close with </p>
- 3 Add paired formatting Tags  
<em>emphasised</em>, <strong>strong</strong>, <big>big</big >, <small>small</small>
- 4 Inline formatting: colour a few words using <span style="color:green">my green text</span>
- 5 Block formatting: change a few paragraphs using  
<div style="font-size:150%"; text-align:center> <p>paragraph one</p> <p>paragraph two</p>  
</div>
- 6 Insert a horizontal rule <hr>

### C Background

(See G below) <body bgcolor="yellow"> (see colour charts)

### D Insert an Image



NB look up the numbers, do not alter them

### E Add Hyperlinks for Navigation

- 1 Relative reference - on your site: <a href="contacts.htm">Contacts</a> or
- 2 Absolute reference - to other sites: <a href="http://www.rhs.org.uk/">Royal Horticultural Society</a>

### F Add simple Feedback

<a href="mailto:cordyline@go.to?subject=Surrey Cordyline Club Enquiry">Send us an email</a>

### G Add Structural Tags and Meta Tags - to aid Search Engines

HTML version information MUST be entered as the very first line:

```
<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.01 Transitional//EN"  
"http://www.w3.org/TR/html4/loose.dtd">
```

```
<html>  
  <head>  
    <title>Write about twenty words to go in the title bar</title>  
    <meta name="description" content="Clear, concise summary of the site.">  
    <meta name="author" content="My Name">  
    <link rel="stylesheet" type="text/css" href="cordystyle.css"  
  </head>  
  <body bgcolor="yellow"> <!-- set a background colour -->  
    All the visible stuff  
  </body>  
</html>
```

### H Use a Table for the classical two column format

```
<table border=1 width=100%>  
  <tr>  
    <td>  
      use this left hand column for an image or for navigation links  
    </td>  
    <td>  
      put the main text here  
    </td>  
  </tr>  
</table>
```

### I Lists

#### 1 Unordered Lists

```
<ul>  
  <li>item one</li>  
  <li>item two</li>  
</ul>
```

#### 2 Ordered Lists - numbered

```
<ol>  
  <li>item one</li>  
  <li>item two</li>  
</ol>
```

#### 3 Definition Lists - different indents

```
<dl>  
  <dt>term one</dt>  
  <dd>definition one</dd>  
  <dt> term two</dt>  
  <dd> definition two</dd>  
</dl>
```