Technical University of Sofia
Faculty of Computer Systems and Control

Web Programming

Lecture 7

Share the website

SEARCH, VIDEO, DESIGN

SEO optimization

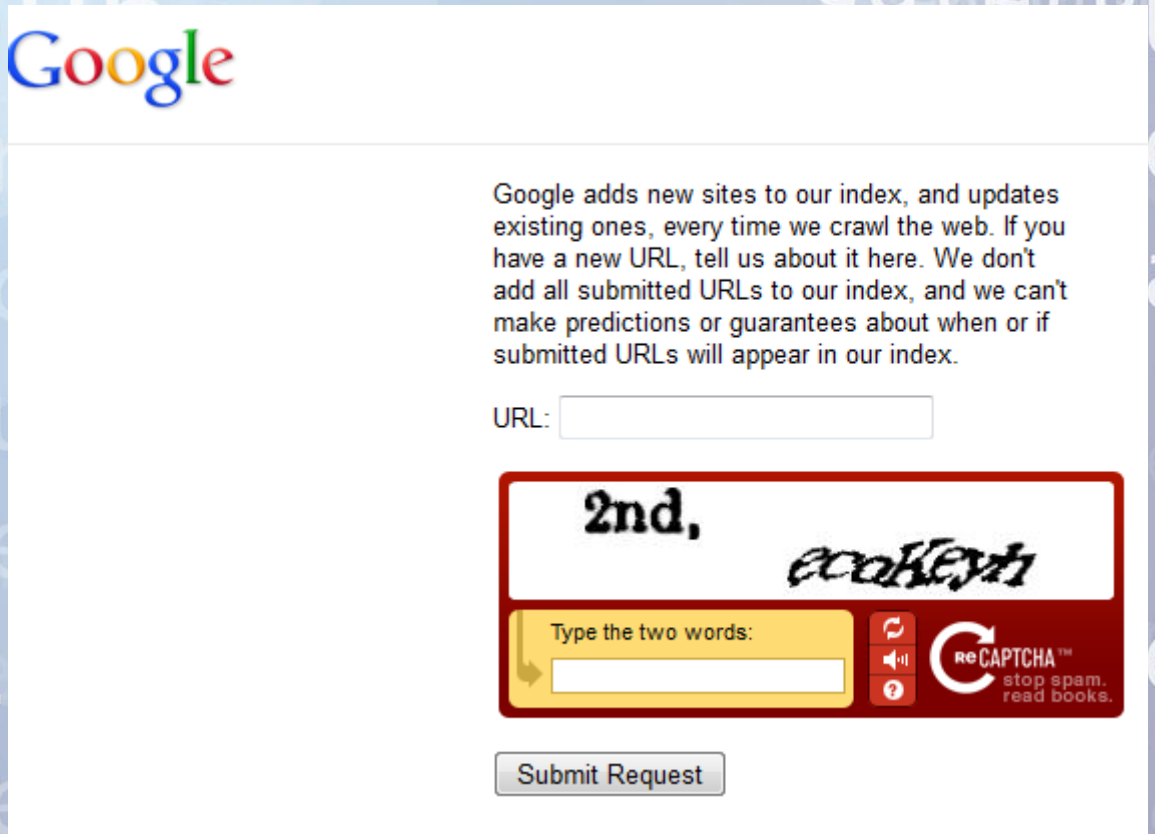
- **Search engine optimization** (SEO) is the process of improving the visibility of a website or a web page in search engines via the "natural" or un-paid ("organic" or "algorithmic") search results.
- The leading search engines, such as Google, Bing and Yahoo!

Register in Google

- Once you have your site complete and it is up and running.... you will want to promote your site.
- Sign up for Google Webmaster tools (free) and verify your site
- Consider signing up for Google analytics (also free). Analytics will help you "see" who is visiting your site and how they are finding it, via searches, direct keying in the URL or links.

Register in Google

- Submit your URL to Google for the search engine: http://www.google.com/addurl/



The Meta tag

- The <meta> tag provides metadata about the HTML document. Metadata will not be displayed on the page, but will be machine parsable.
- Meta elements are typically used to specify page description, keywords, author of the document, last modified, and other metadata.
- The <meta> tag always goes inside the head element.

The Meta tag

- <meta name="description" content="Free Web tutorials on HTML, CSS, XML" />
- <meta name="keywords" content="HTML, CSS, XML" />

* A lot of webmasters have used <meta> tags for spamming, like repeating keywords (or using wrong keywords) for higher ranking. Therefore, most search engines have stopped using <meta> tags to index/rank pages.

Promote your site!

- Have all your friends / relatives / acquaintances visit the site on a regular basis.
- Promote your site (I list my Blogs in part of my email signature for every email I send out!).
- Link to other similar sites and ask them to reciprocate it will help draw traffic.
- If you have a site that sells products, etc. advertise your site.

Play Video

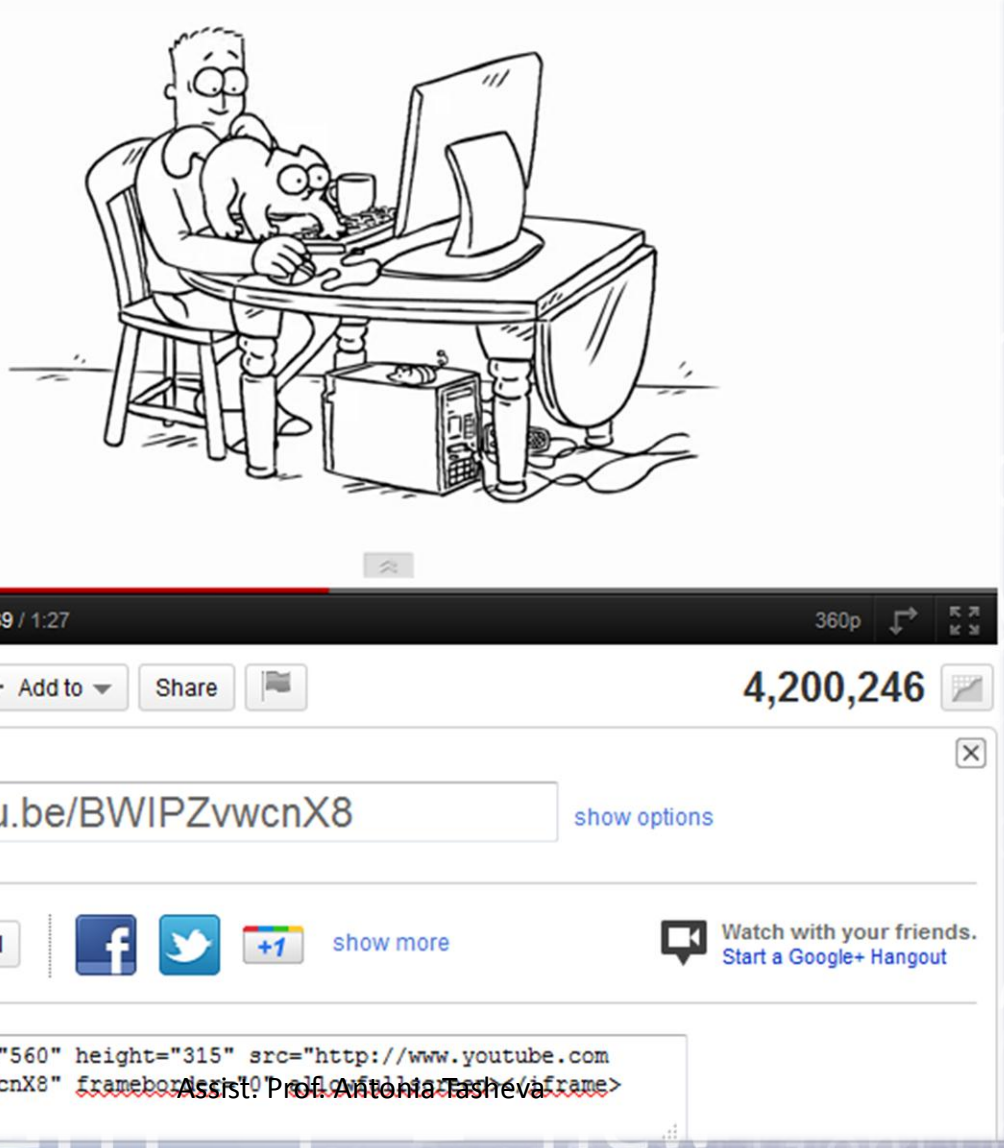
- You can easily add youtube videos to your site by embedding them.
- For that purpose you need just **iframe** element and the link to the video.

```
<iframe width="420" height="345"
src="http://www.youtube.com/embed/XGSy3
_Czz8k">
</iframe>
```

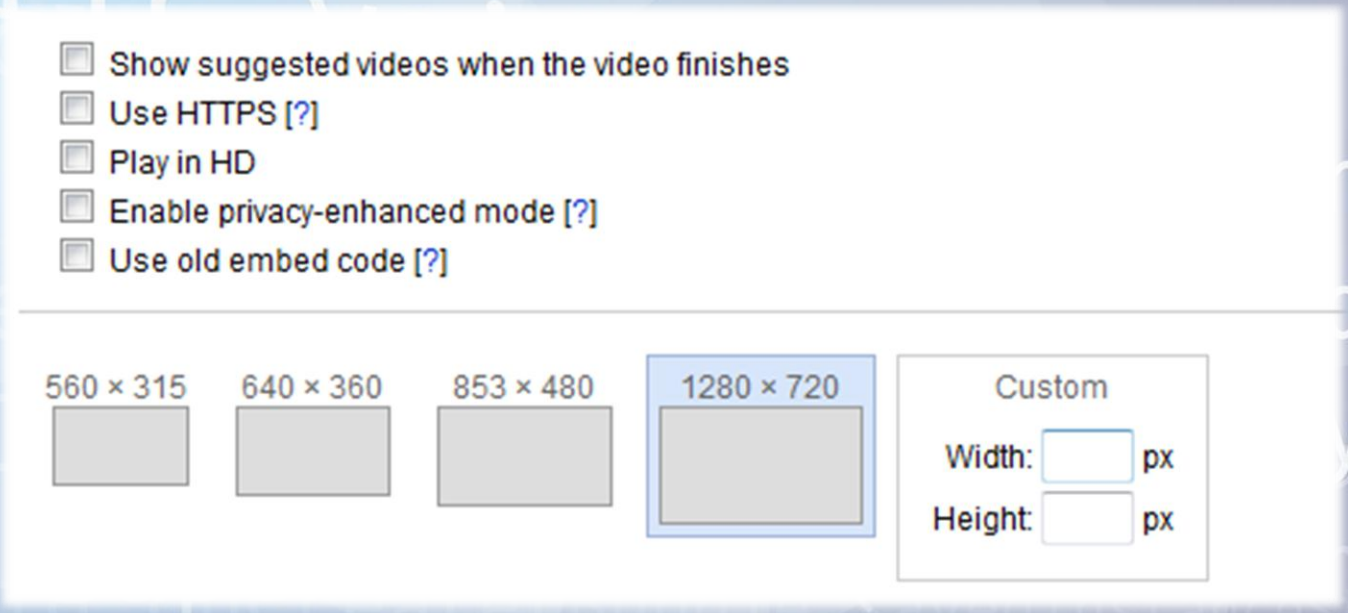
Embedding Youtube Video step by step

- Open http://www.youtube.com and choose the video you want to embed.
- Bellow it there is a **share** button, press it.
- A **Embed** button will appear if the embedding is available. Press it.
- An **iframe** code should appear. This is the code you need to put in your page, where you want to see the player.

Embedding Youtube Video step by step



Embedding Youtube Video step by step



Using templates

- A Web Template is a ready-made website that will allow you to create high-quality websites in a fraction of the time.
- Web templates offer a lot of variety in both style and presentation, with all the nitty gritty problems already solved.

Templates and speed

- Web templates speed up web design.
- The most time consuming part of the process (of web design) is during the initial design phase where the client and web designer go back and forth trying to come up with the look the client wants. This increases cost more than you would like to think …

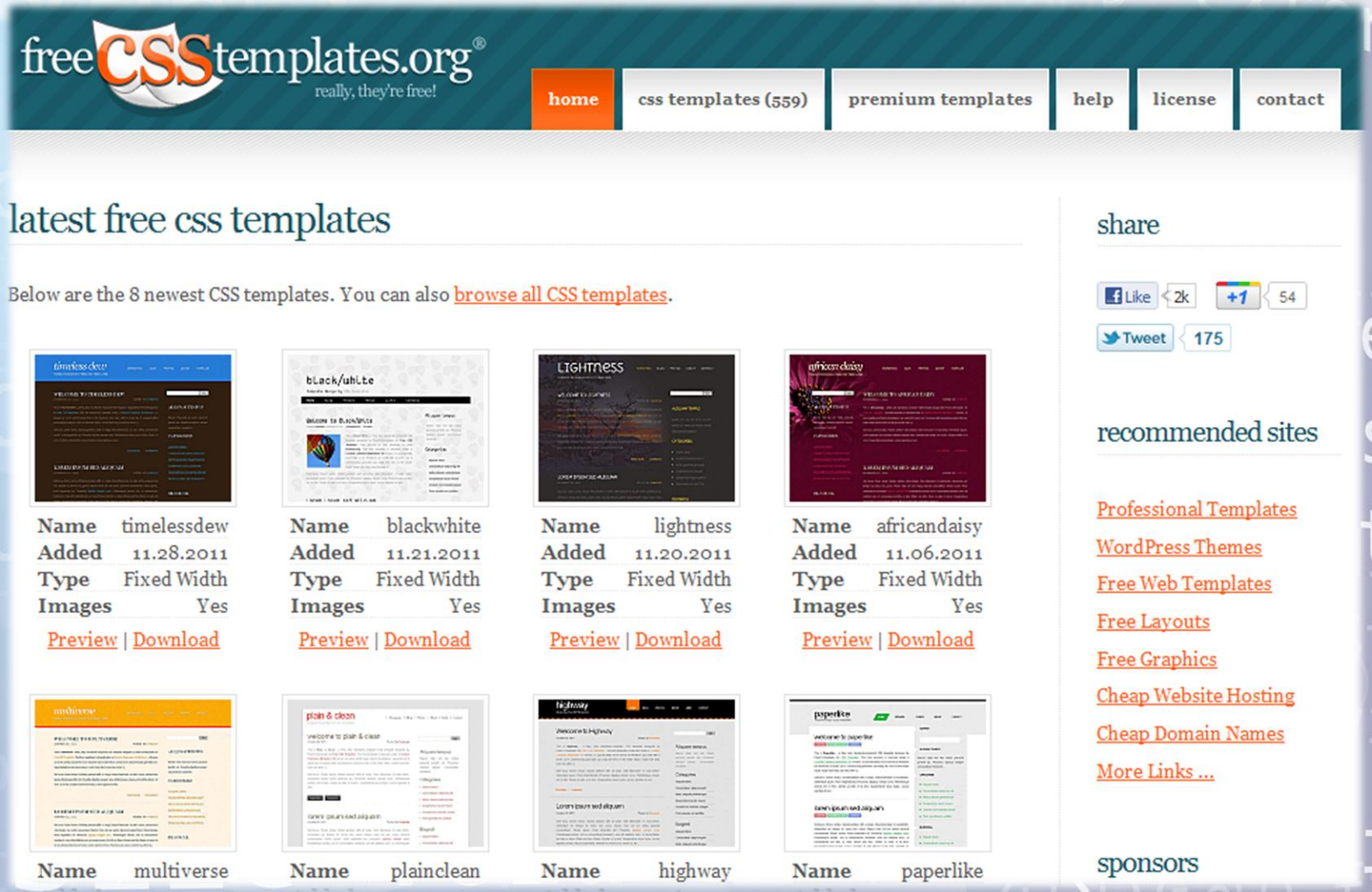
Templates and cost

- Web templates drastically reduce cost.
- It's difficult to find quality web designers. Using templates allows you to purchase a world-class website without paying a lot.
- Since anyone reasonably comfortable with web design can edit and modify a web template, there is no reason to have to pay thousands of dollars on a world-class designer.

Free templates

Free templates

Free templates



CONSTRUCTING, BUILDING, DEPLOYING

BIG TEST

- On 6.12.2011 at the lecture 11:30

- Test will have two parts:
  - Questions with answers to choose and write by yourselves
  - A small web site to write

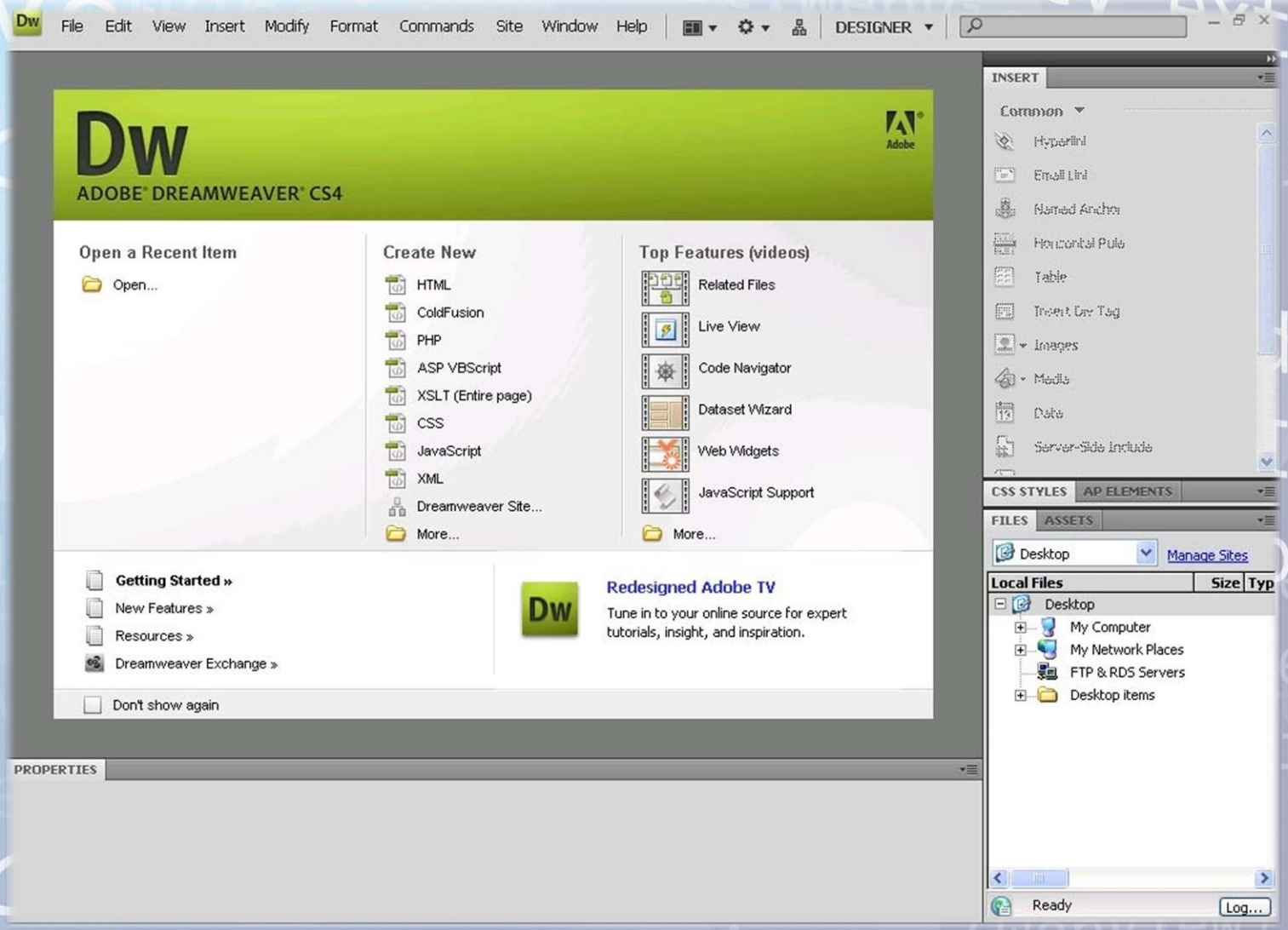
WYSIWYG web development software

- easy to use,
- most prominently Adobe Dreamweaver, Netbeans, WebDev, or Microsoft Expression Studio, Adobe Flex.
- Using such software, virtually anyone can develop a Web page in a matter of minutes.
- Knowledge of HTML or other programming languages is not required, but recommended for professional results.

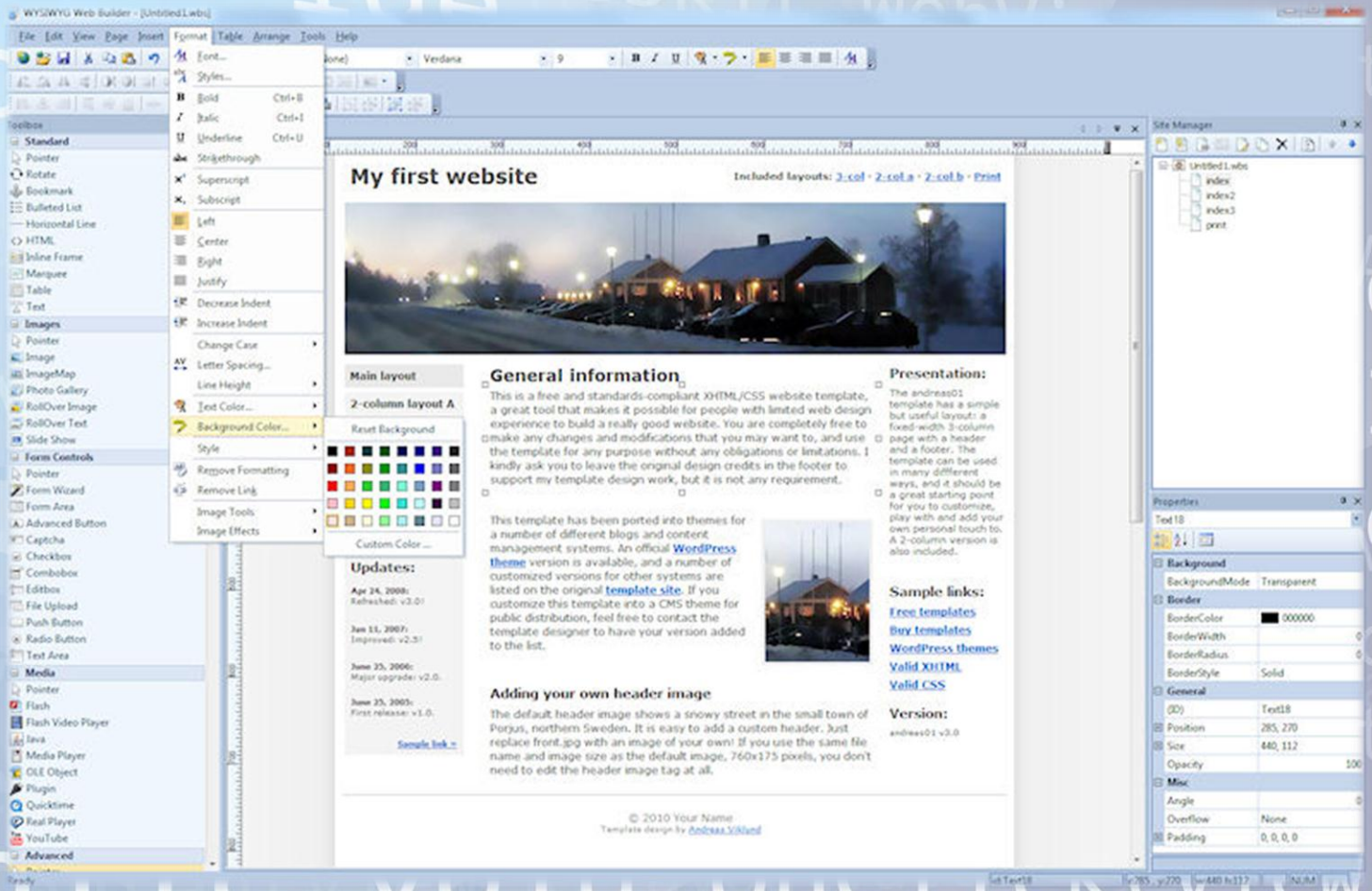
What is Dreamweaver?

- Adobe® Dreamweaver® CS5.5 is the industry-leading web authoring and editing software that provides both visual and code-level capabilities for creating standards-based websites and designs for the desktop, smartphones, tablets, and other devices.

Dreamweaver



WYSIWYG Web Builder



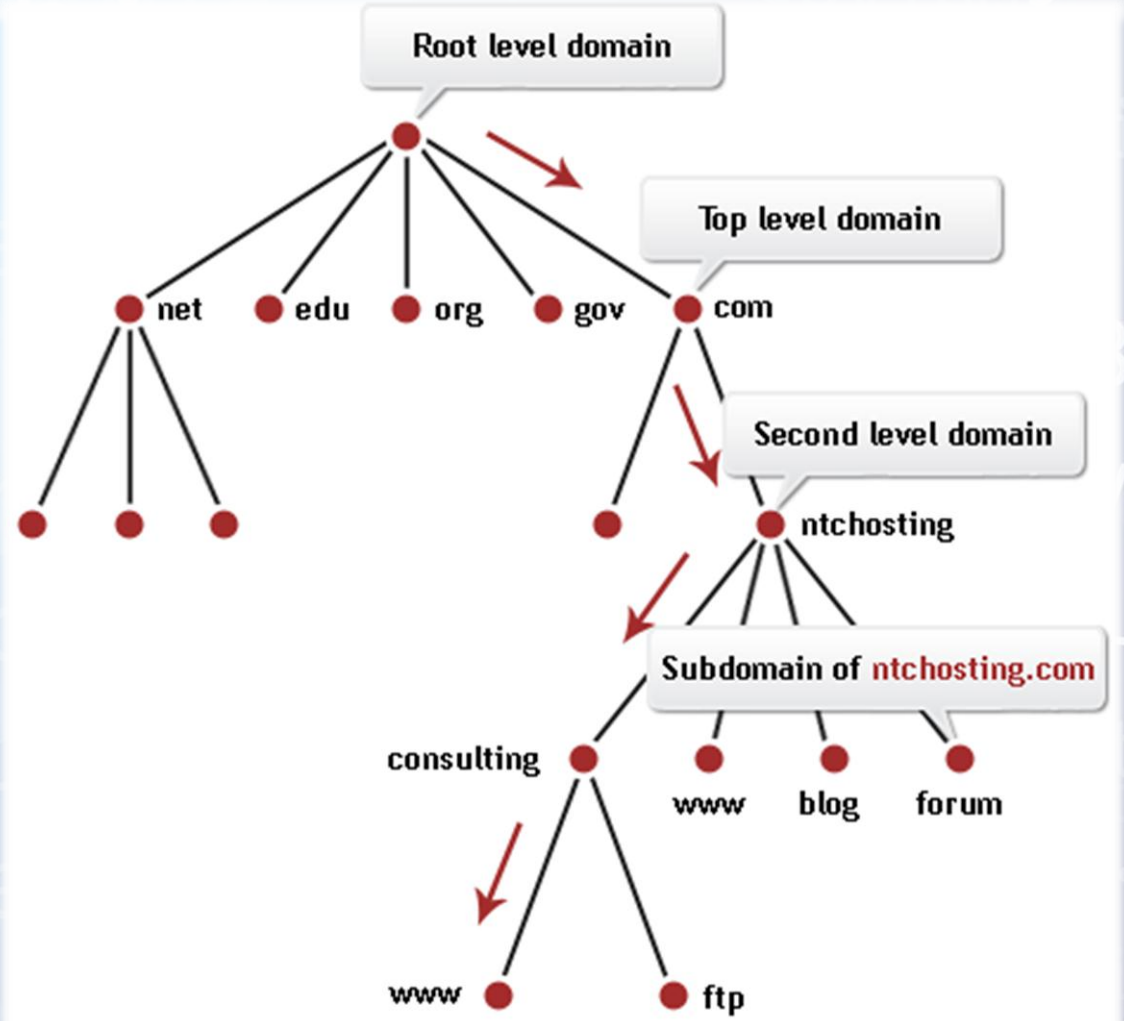
ASP.NET and Microsoft Visual Studio

- simplifies building Web applications that take advantage of MVC, Dynamic Data, AJAX.
- enhanced WYSIWYG standards-based development, and more.
- deployment tools that enable frictionless transfers of Web projects and databases from machine to machine, new code focused editing features, and the next generation of JavaScript editing and navigation tools.

Domain Names

- A domain name is an identification string that defines a realm of administrative autonomy, authority, or control in the Internet.
- Domain names are formed by the rules and procedures of the Domain Name System (DNS)
- It represents an Internet Protocol (IP) resource, such as a personal computer used to access the Internet, a server computer hosting a web site, or the web site itself or any other service communicated via the Internet.

Domain Names Hierarchy



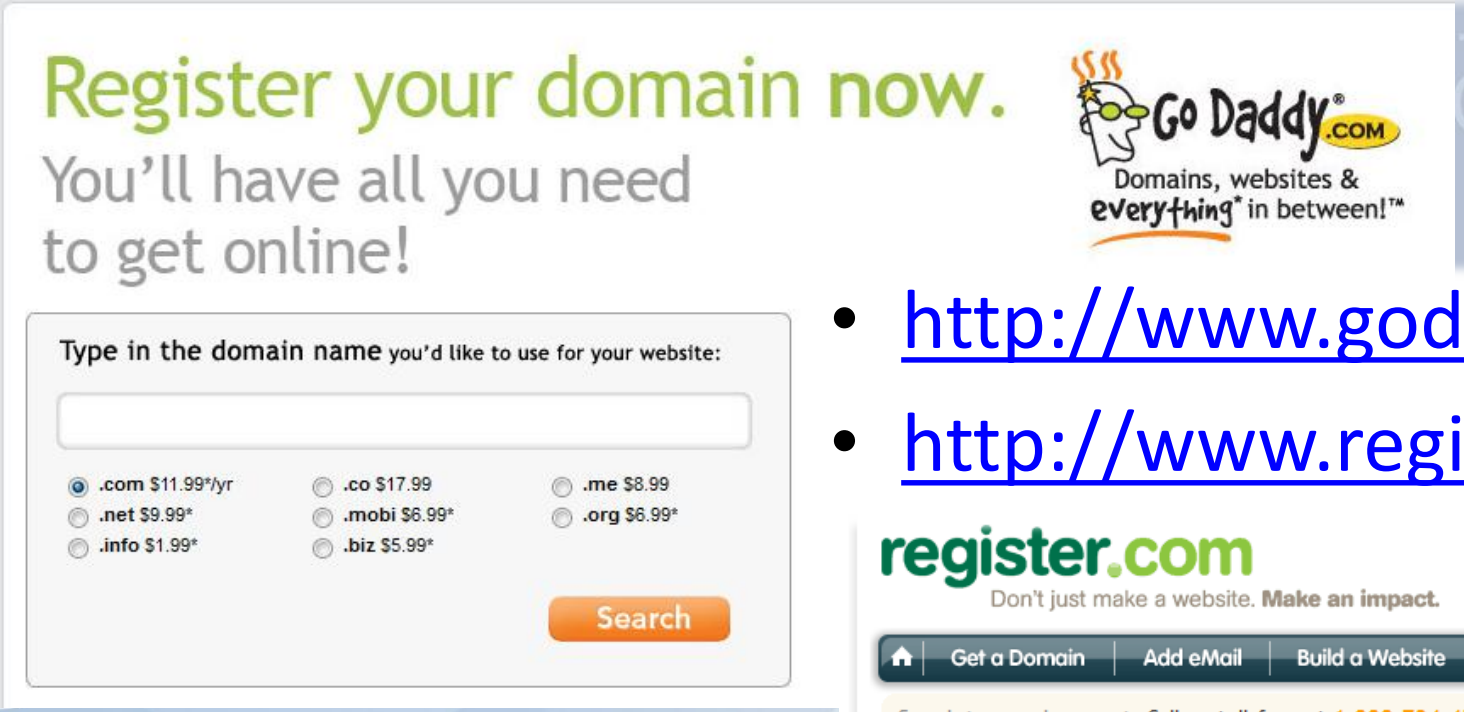
Domain Names – First Level

- Domain names are organized in subordinate levels (subdomains) of the DNS root domain, which is nameless.
- The first-level set of domain names are the top-level domains (TLDs),
  - generic top-level domains, (**com**, **net** and **org**)
  - country code top-level domains (**bg**, **tr**, …)

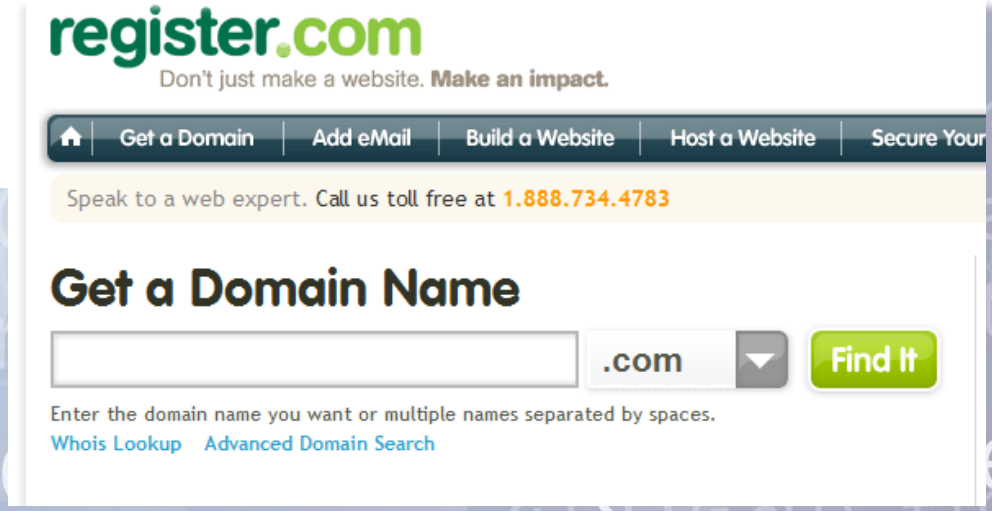
Domain Names – Next Levels

- second-level and third-level domain names that are typically open for reservation by end-users that wish to connect local area networks to the Internet, create other publicly accessible Internet resources or run web sites.
- The registration of these domain names is usually administered by domain name registrars who sell their services to the public.

Registering a Domain Name



- http://www.godaddy.com
- http://www.register.com/



Choosing a Domain Name

- **Short** - easier to type, read, and remember.
- **Meaningful** - 34i4nh.com is not easy to enter or to remember. Select a domain that relates to your site in a way that people will understand.
- **Clear** - Avoid a name that is difficult to spell or pronounce.
- **Exposure** – to be found by search engines. Search engines index your site and rank it for relevance against terms people search for.

Sub Domains

- Most people are unaware that they use sub domains daily. The famous "www" of the World Wide Web is an example of a sub domain.
- Sub domains can be created on a DNS server, and they don't need to be registered with a domain name registrar, of course, the original domain name needs to be registered before a sub domain could be created.

Sub Domains

- Examples of sub domains used on the internet are
  - http://**store**.apple.com
  - http://**support**.microsoft.com
- Sub domains can be requested from your web hosting provider.

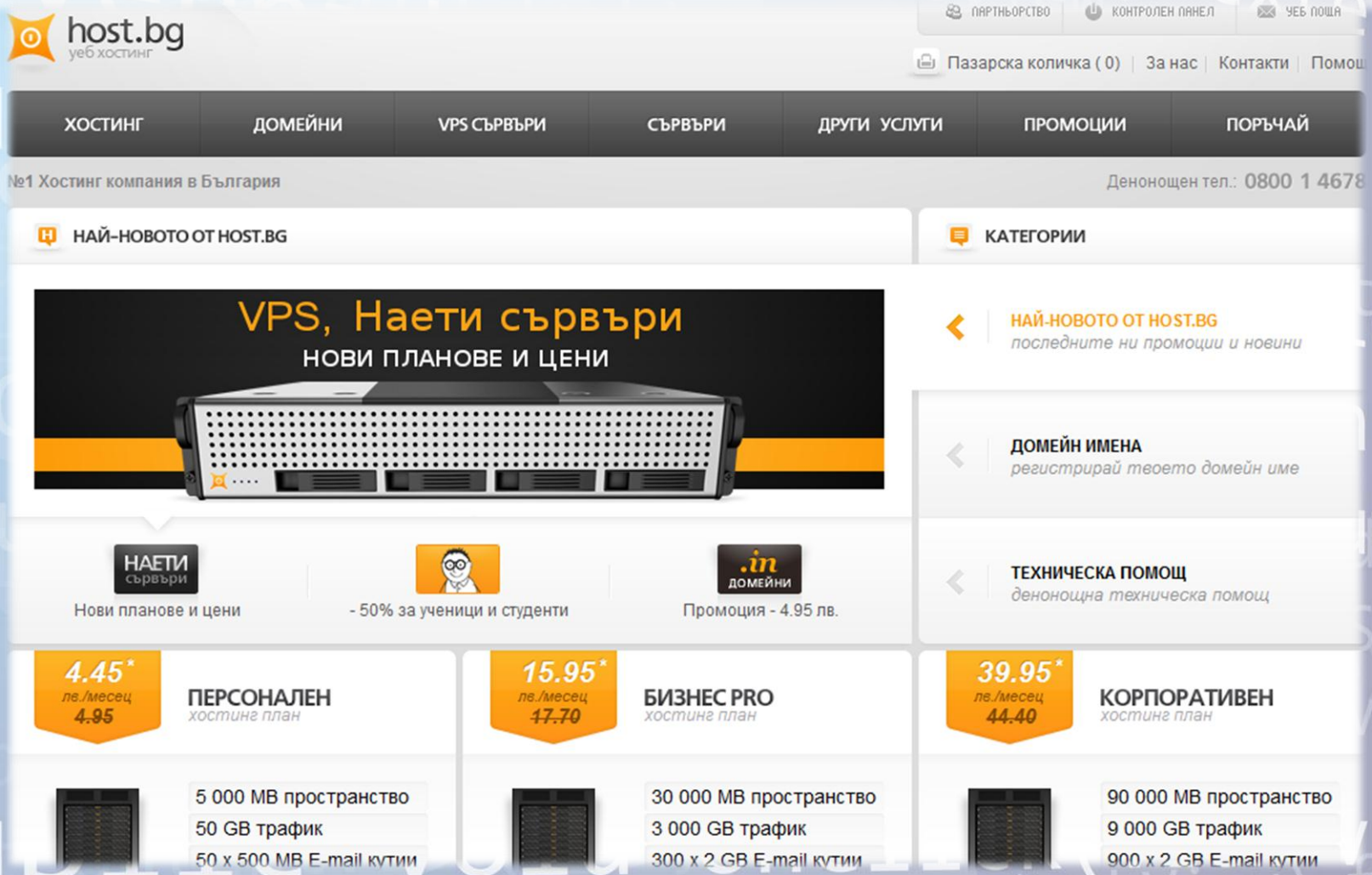
Web Hosting

- To make your Web site visible to the world, you must copy your site to a public server.
- you can use your own PC as a web server, but it is more common to let an Internet Service Provider (ISP) host your site.
- Included in a Web hosting solution you can expect to find domain name registration and standard email services.

Resources

- Disk Space
- Monthly Traffic
- Connection Speed
- Bandwidth
- Operating System
- Databases
- Emails (POP3, SMTP, IMAP, forwarding)

Hosting at http://host.bg/



Thank you for your attention!