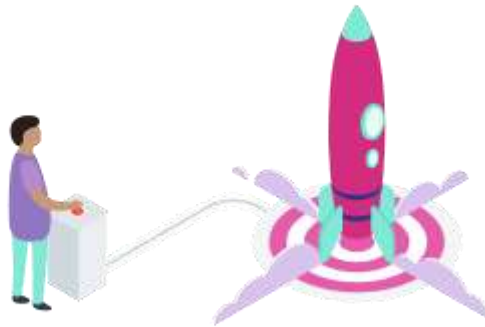




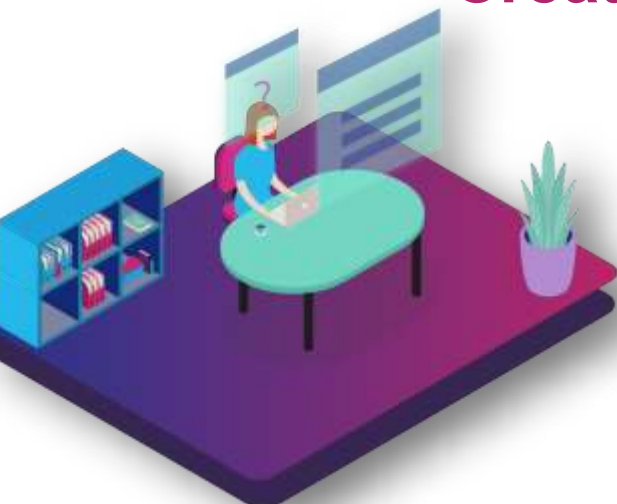
Brand Digital Presence & Optimization

Subject Code: 21DMS010



Reference Notes

Topic: 10.6.2 - How to Create a Website



How to Create a Website



What is a Website

A website is a collection of many web pages, and web pages are digital files that are written using HTML(HyperText Markup Language).

To make your website available to every person in the world, it must be stored or hosted on a computer connected to the Internet round a clock. Such computers are known as a Web Server.

The website's web pages are linked with hyperlinks and hypertext and share a common interface and design.

How to Create a Website



What is a Website

The website might also contain some additional documents and files such as images, videos, or other digital assets.

With the Internet invading every sphere, we see websites for all kinds of causes and purposes.

So, we can also say that a website can also be thought of as a digital environment capable of delivering information and solutions and promoting interaction between people, places, and things to support the goals of the organization it was created for.

How to Create a Website



Components of a Website

We know that a website is a collection of a webpages hosted on a web-server. These are the components for making a website.

- **Webhost:** Hosting is the location where the website is physically located. Group of webpages (linked webpages) licensed to be called a website only when the webpage is hosted on the webserver. The webserver is a set of files transmitted to user computers when they specify the website's address..

How to Create a Website



Components of a Website

- **Address:** Address of a website also known as the URL of a website. When a user wants to open a website then they need to put the address or URL of the website into the web browser, and the asked website is delivered by the webserver.
- **Homepage :** Home page is a very common and important part of a webpage. It is the first webpage that appears when a visitor visits the website. The home page of a website is very important as it sets the look and feel of the website and directs viewers to the rest of the pages on the website.

How to Create a Website



Components of a Website

- **Design** : It is the final and overall look and feel of the website that has a result of proper use and integration elements like navigation menus, graphics, layout, navigation menus etc.
- **Content** : Every web pages contained on the website together make up the content of the website. Good content on the webpages makes the website more effective and attractive.

How to Create a Website



Components of a Website

- **The Navigation Structure:** The navigation structure of a website is the order of the pages, the collection of what links to what. Usually, it is held together by at least one navigation menu.

How to Create a Website



Types of Website

- Static Website
- Dynamic Website

Static Website: In Static Websites, Web pages are returned by the server which are prebuilt source code files built using simple languages such as HTML, CSS, or JavaScript.

There is no processing of content on the server (according to the user) in Static Websites. Web pages are returned by the server with no change therefore, static Websites are fast.

How to Create a Website



Types of Website

- There is no interaction with databases. Also, they are less costly as the host does not need to support server-side processing with different languages.
- **Dynamic Website:** In Dynamic Websites, Web pages are returned by the server which is processed during runtime means they are not prebuilt web pages, but they are built during runtime according to the user's demand with the help of server-side scripting languages such as PHP, Node.js, ASP.NET and many more supported by the server.

How to Create a Website



Types of Website

- So, they are slower than static websites but updates and interaction with databases are possible.
- Dynamic Websites are used over Static Websites as updates can be done very easily as compared to static websites (Where altering in every page is required) but in Dynamic Websites, it is possible to do a common change once, and it will reflect in all the web pages.

How to Create a Website



Types of Website

There are different types of websites on the whole internet, we had chosen some most common categories to give you a brief idea –

- **Blogs:** These types of websites are managed by an individual or a small group of persons, they can cover any topics — they can give you fashion tips, music tips, travel tips, fitness tips. Nowadays professional blogging has become an external popular way of earning money online.

How to Create a Website



Types of Website

- **E-commerce:** These websites are well known as online shops. These websites allow us to make purchasing products and online payments for products and services. Stores can be handled as standalone websites.
- **Portfolio:** These types of websites acts as an extension of a freelancer resume. It provides a convenient way for potential clients to view your work while also allowing you to expand on your skills or services.

How to Create a Website



Types of Website

- **Brochure:** These types of websites are mainly used by small businesses, these types of websites act as a digital business card, and used to display contact information, and to advertise services, with just a few pages.
- **News and Magazines:** These websites needs less explanation, the main purpose of these types of websites is to keep their readers up-to-date from current affairs whereas magazines focus on the entertainment.

How to Create a Website



Types of Website

- **Social Media:** We all know about some famous social media websites like Facebook, Twitter, Reddit, and many more. These websites are usually created to let people share their thoughts, images, videos, and other useful components.
- **Educational:** Educational websites are quite simple to understand as their name itself explains it. These websites are designed to display information via audio or videos or images.

How to Create a Website



Types of Website

- **Portal:** These types of websites are used for internal purposes within the school, institute, or any business, These websites often contain a login process allowing students to access their credential information or allows employees to access their emails and alerts.

How to Create a Website



Creating a Website

- Most customers will expect to be able to find your business on the internet. Whether you are selling your products online, or simply want to provide some information about your business and your contact details, having a website is almost essential.
- It's a good idea to think about what you hope to achieve with your website before you start creating one. Researching your competitors' websites can help you get a clear idea of what may work best for you.

How to Create a Website



Creating a Website

- To create a website, you need to follow 4 basic steps-

1. Register your domain name

- Your domain name should reflect your products or services so that your customers can easily find your business through a search engine. Your customers may also expect your domain name to be similar to your business name.
- Your domain name will also be used for your email address. While you can use a free email address such as hotmail, sending emails from a business address looks more professional.

How to Create a Website



Creating a Website

2. Find a web hosting company

- You will need to find a web hosting company to get your domain name on the internet. Most of the major internet service providers offer web hosting services. They can also provide you with multiple email addresses.
- Monthly fees for web hosting vary depending on how large your website is and how many visits you get.

How to Create a Website



Creating a Website

3. Prepare your content

- Think about what you want your customers to be able to do via your website. This will help you work out what sections or pages you want to include. Consider what information or transactions your customers will want and make sure the site is structured to make it easy for them to find and do the things they need.
- Just as you might hire a professional to design your site, you might also want to consider hiring a professional to write and structure your content.

How to Create a Website



Creating a Website

- A website that is well designed and easy for customers to use will help your business stand out. Having relevant and appropriate content and images will help customers understand your products and services and will make them feel comfortable with buying from your business.

4. Build your website

- You can build your own website or have a professional web developer build it for you. Websites need to be kept up to date, so make sure you plan for ongoing maintenance.

How to Create a Website



Creating a Website

- You can use a website publishing package to build your own website. These are similar to word processors, but also have inbuilt features to convert your text and images to web content and send it to your website.
- Having someone else build a website for you is a good idea if you're new to online business. A professional web developer can build your site quickly and provide guidance on successful web design. Hiring a professional can be particularly useful if you are looking at having an online shop or offering other services through your website.

How to Create a Website



Creating a Website

Useful tips for creating a website

- Think about what your customers want to know, not just what you want to tell them.
- Use professionals to help you. An unprofessional website can potentially put customers off.
- Update your website regularly, especially if you include information about your prices.
- Make sure your contact details are correct and easy for your customers to find.

How to Create a Website



Creating a Website

- Promote your website in your marketing material and include it on your business cards.
- Find out how you can make your website easy for search engines, such as Google, to find. This is called search engine optimisation (SEO). A web developer can help you with SEO for your website.



THANK YOU

Mrs. Prachi Vagal

Module 10 - Brand Digital Presence & Optimization

Topic: 10.6.2 - How to Create a Website

Subject Code: 21DMS010



www.ocpacademy.com

