Web Site Development Primer

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I.   Basic Steps

1. Definition of the audience – who will read the page?
2. Content selection: What information will the readers need/expect?
   a) Text
   b) Images
   c) Links to other pages
   d) Multimedia files (sound, video,...)
3. HTML programming: Create a file that contains
   a) the content AND
   b) the respective HTML tags.
Tags are keywords embedded into special characters (e.g. „<" and „>"). They allow a computer to understand how to deal with the respective part of a document.

```
A part of this text is <bold_on> bold <bold_off>.
```
 ➔ A part of this text is **bold**.

Usually, one has an opening tag at the beginning and a closing tag at the end of a portion of text (see above). Instead of having two different tag names, the closing tag is the same as the opening tag, but with a preceeding slash.

```
A part of this text is <boldfont> bold </boldfont>.
```
 ➔ A part of this text is **bold**.

4. Publishing
The HTML document and all images etc. must then be uploaded to a web server. This is usually done using an FTP program.

5. Maintenance
Content needs to be updated!

II.   Advanced Issues

1. Navigation: A web site usually contains multiple documents – you need to make it easy to get from one document to the other. This is usually done via links. Links are references from one document to another or to a specific part of a document (using *anchors*).

2. Frames: A web page can be divided into multiple windows, called *frames*. Each window will display a different HTML file. There is one main HTML file that defines the number and layout of the frames and the filenames of the respective frame content.

3. Dynamic Content: When the contents change frequently, it makes sense to automically generate web pages based on a fixed layout file and dynamic content from a database (e.g. news pages).