6

PLANNING AND DESIGNING A WEBSITE

6.1 INTRODUCTION

The main purpose of any website is to deliver specific information or services in an organized and user friendly manner. The success of the website is measured in terms of the number of visitors to the site and the ease with which the visitors find the required information. An effective and efficient website is highly influenced by how well interface is designed and managed. Keeping the scenario in mind, one cannot ignore the importance of proper planning and designing considering the legal rights and hosting the website in a reliable web hosting server.

6.2 OBJECTIVES

After going through this session, you would be able to:

- explain the concept of website planning

- define the principles of Website Designing

- define Website its various types and components

- describe website Hosting and its types

- get acquainted with domain name registration

- host a sample website into a free web hosting server

6.3 WHAT IS A WEBSITE

A Website is a collection of documents written in the HTML code for an individual, a business house or any other organization. It is typically dedicated to some particular topic or purpose.

Based on their functionality, there are two types of website, Static Website and Dynamic Website. In static website contents are not expected to change frequently whereas in dynamic website contents are changing frequently.

6.4 COMPONENTS OF A WEBSITE

Basic Components of any website are as follows:

- ✓ **Home Page and site-wide template design** to ensure an attractive, functional and consistent appearance of your website.

- ✓ **Integrated site navigation** to provide clear and consistent access to your site's content.

- ✓ **Look and feel** of your website, including colors, text and graphics, as well as the way it functions.

- ✓ **A Logo**: to be displayed in the left corner of each page of your website.

- ✓ **A site map** to Provide a list of all pages on your site.

- ✓ **Website Search features** allowing user to search the website for content relevant to their specific interests.

- ✓ **About page** that includes:
  - o A complete description of you and / or your company
  - o Your website and / or company objectives
  - o Your name, address, phone numbers and e-mail addresses

- ✓ **Feedback:** that facilitates the customers to ask some queries about your Products and Services.

- ✓ **A domain name**: Your 'address' on the internet, what people type into their browser to find you. You choose a word or phrase (Example:- mywebsite) and an extension (Example:- .com, .net, .edu), your domain name could be mywebsite.

com.

✓ **Web Hosting**: The physical place your website resides; includes the computer (called a server) as well as the connection to the Internet and the technology that makes your website work.

✓ **Copyright**: Displaying your copyright information at the bottom of each page. Your copyright might look like this: **Copyright @ Year CompanyName**

6.5 WEBSITE PLANNING

Planning is the most important part of building a website. Before designing a website, it is necessary to do proper planning as we do in the case of building a house. If you start building your house without giving a thought of planning, the house may end up into an uncomfortable dwelling. Therefore, for building a good website proper planning is required.

The basic steps that help in planning a website are:

• Define your target audience

• Organize your concepts and materials

• Create a directory structure (also called site map)

• Create a sketch of the pages you intend to create

• Design and refine the look and feel of the site

6.5.1 Define your Target Audience

Your site should facilitate the information or services to visitors the way they are looking for. The keys to successfully communicating with your audience are first to identify who they are and then anticipate their reaction to the various elements of your web site. You can tailor almost every aspect of your web site to your target audience - from the way you organize information to the kinds of fonts and images you use.

You need to consider the following points for meeting the above said objectives.

• The viewer's background and previous experience

• Their interest and tastes

- The reason why they are visiting your site

- What is their general age

6.5.2 Organize your Concepts and Materials

You should be clear about the aim of creating your site, whether the aim of the site is:

- to inform

- to promote a product

- to educate audience

- to entertain the audience

Your vision of creating the web site needs to be well defined. Once the goals are defined, organize all your materials and put together any other related documents and pictures you want to work with.

6.5.3 Create a Directory structure

If you think that the site will contain very few files then you can store all of them in just one directory. But if the site is going to be very large and complex, then you will need to organize files into separate directories and sub-directories. Developing a logical directory structure is an essential part of planning your web site. You can have a subdirectory for sound clippings.

6.5.4 Create a Sketch of the web pages

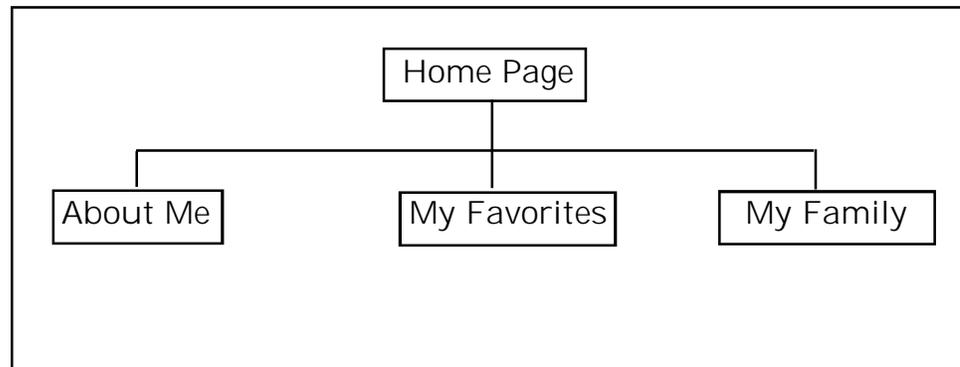You may like to create a drawing of web pages (Fig. 6.1).

Fig. 6.1 : The Sketch of web site

After setting up a general site plan and directory structures, your contents may fall into certain types. It may be possible to work within various pre-designed templates available on the web designing tools such as Macromedia Dreamweaver.

6.5.5 Develop a Look and Feel

The term Look and Feel means the overall representation of your site. It is the combination of colour, graphics, type and text that help to convey your meaning with style and impact.

Some of the factors you can take into consideration to improve the look and feel of the web site are:

- **Space and Balance:** Every thing should look proportionate and proper.

- **Color:** The colors should look pleasant to the eyes.

- **Font type and size:** Type face of the text and size of the text in the Web pages should be comfortable to read and make the matter easy to understand.

- **Textures:** Background graphics or textures can be annoying while reading text. So be very careful and selective.

- **Special Effects:** Multimedia can be added to your site to make your site appealing. More animation, graphics, sound may cause delay while accessing through a browser.

- **Consistency:** Using a single color scheme throughout is a good way to achieve consistency.

6.6 WEB PAGE DESIGNING

Following are some principles about web page designing which will help you to design an effective web page.

- Present your web page in such a way that the user gets impressed within the first few seconds of visit.

- Keep on updating web pages on regular basis by providing fresh and latest information.

- Keep your web pages focused. Don't show everything on one page, use separate pages for separate topics.

- Make sure that the features used in the web site are compatible to all browsers.

- Ensure that buttons and links in the web site behave as expected.

- Use compressed images so that web page gets quickly loaded.

IN-TEXT QUESTIONS 6.1

1. Choose the correct answer:

   (a) Which of the following options is most appropriate while planning a website:

   (i) Purpose of website only (ii) Target audience only (iii) Website contents only (iv) All of these

   (b) The initial stage of planning your website is to:

   (i) Identify the target audience (ii) Identity the Purpose of the Site (iii) Budgeting (iv) Prepare Blue Print

   (c) Which of following are the web site design considerations?

   (i) Easy to read (ii) Easy to navigate (iii) Quick download (iv) all of these

2. Write True or False for the following:

   (a) A static website is one that may have frequently changing information.

   (b) A domain name is the address on the internet.

6.7 WEB HOSTING

A web hosting service is a type of Internet hosting service that provides individuals, organizations and users with online systems for storing information, images, video, or any content accessible via the Web.

6.7.1 Types of hosting

- **Free web hosting service:** is free, advertisement-supported web hosting, and has extremely limited functionality when compared to paid hosting.

Name of some free web hosts:

Some of the free web hosting services are **Geocities** (**geocities**.yahoo.com), **Netfirms** (www.**netfirms**.com), **Freeservers** (www.**freeserver**s.com), **50megs** (**50megs**.com) , **Freewebs** (www.**freewebs**.com), **Tripod** (www.tripod.com)

- **Shared web hosting service:** is paid once the Web site is placed on the same server as several hundred other sites. These are somewhat restricted to what can be done.

- **Dedicated web hosting service:** is paid, the user gets his or her own Web server and gains full control over it, however, the user does not own the server.

6.7.2 Various terms associated with Web Site Hosting

Commonly used terms associated with web hosting are :

- **File Storage Space**

  How much storage space do you need? It all that depends on what you are planning to do with your website. The amount of space your host provide you is called disk space.

- **Bandwidth**

  The number of times your site can be accessed by you or users is called **bandwidth.** If you are expecting a lot of hits (millions of page views) to your site you will need to get the most bandwidth you can afford.

- **Support**

  For the companies that do not have 24 hour support, you will have to determine if their phone support hours meet your specific needs. If you plan on working on your web site during all hours of the day, make sure to choose a company with 24/7 phone support.

- **Server Operating System (OS)**

  For most basic websites you need not to worry about which OS your web hosting company is using. Most plans are running on either Unix or Linux or Windows.

6.7.3 Web Hosting Service Providers

There are many authorized Government and private web hosting service providers in India. Some of these are:

NIC (**www.nic.in**) , **Nettigritty (www.nettigrity.com)** , **Net4India** (www.net4india.com), **serversindia**(www.servers india.net)

6.8 DOMAIN REGISTRATION

A domain name is a way to identify and locate computers connected to the Internet.

While using the internet, you use a domain name when you type a web address, or URL. A **web address** would look something like this: *http://www.example.com* The **domain name** is *"example.com."*

Some of the common top level domain names with their significance are:

.com is for commercial organizations.

.edu is for educational institute

.ac for academic organizations

.in for country India

.net is for network infrastructure machines and organizations.

.org is for miscellaneous, usually non-profit organizations.

6.8.1 Why Register a Domain?

Domain names are registered for a variety of reasons like:

- to build a website rightway

- buy a name to build a site later

- to protect a company name or trademark

- to have personalized email addresses.

6.8.2 Where to Get a Domain Name?

You get a domain name from a domain name registrar. Accredited Domain Name Registrars in India may be **Government Registrars** or **Private Authorised Registrars.**

Government registrars:

*   gov.in, mil.in: **National Informatics Centre (NIC)** is the exclusive registrar for gov.in and mil.in domain names.

*   ac.in, edu.in, res.in: **ERNET** is the exclusive registrar for ac.in(Academic), edu.in(Academic) , and res.in (Indian Research Institute) domain names.

Private authorized registrars:

*   BiznetIndia Dot Com Private Limited

*   Data Infosys Limited

*   IndiaLinks Web Hosting Pvt Ltd

*   Net4India Limited, dba Net4Domains

*   PDR Domain Solutions Pvt. Ltd.

*   Pioneer Online

*   Rediff.com

*   Sify Ltd.

*   Silicon House

INTEXT QUESTIONS 6.2

3. State True/False

    (a) Domain name is a way to identify and locate computers connected to the Internet.

    (b) Domain name with .ac extension are meant for account institutes.

    (c) www.nic.in is one of the web hosting service providers.

4. Write True/False for the following domain names.

(a) .org is for miscellaneous (True/False)

(b) .com is for common (True/False)

(c) .in is for country India (True/False)

(d) .edu is for educational Institute (True/False)

6.9 WHAT YOU HAVE LEARNT

In this lesson we discussed about the different steps of effective planning and designing a website. While designing a website you have to keep in mind the purpose of the website, target audience and content. The website should be easy to read, easy to navigate and easy to find.

6.10 TERMINAL QUESTIONS

1. What do you understand by the term Website Planning? What are the things to consider while planning a website?

2. Why website design is an important phase in website building process? What are the basic website design consideration and principles?

3. What is a website. Name the different type of websites. What are the basic components of any website?

4. Define Web Hosting? What are the various types of hosting services?

5. Define the term Domain name? Why register a Domain? Who are the authorized domain registrars in India?

6.11 ANSWER TO INTEXT QUESTIONS

Intext Questions 6.1

1. (a) (iv)   (b) (ii)   (c) (iv)

2. (a) False   (b) True

Intext Questions 6.2

3. (a) True   (b) False   (c) True

4. (a) True   (b) False   (c) True   (d) True