Website Development & Management

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Introduction

Types of Websites .0 .2

- **Blogs**
- **Portfolio**
- **Ecommerce**
- **Social Media**
- **Forums**
- **Web portals**
- **NGO**
- **Business & Corporate**
- **Education(Udemy, Udacity)**

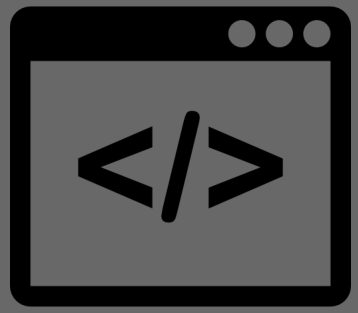
Web apps vs websites

Developing / Designing

Web development is a wide term for the work that goes into building a website. This includes everything from markup and coding to scripting, network configuration , & CMS development.

The Basics of Development

- **What is a websites**
- **IP address**
- **HTTP**
- **Coding**
- **Front end**
- **Front Backend**
- **CMS**
- **Cyber security**

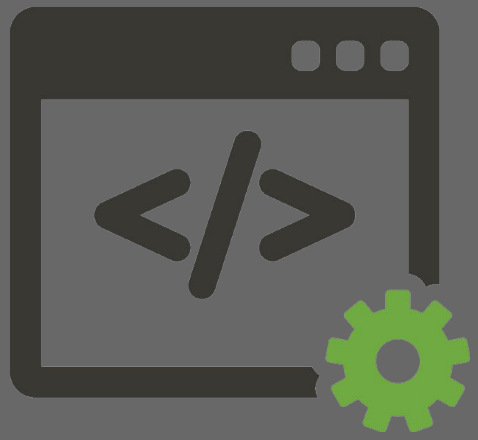


Development Process contd...

it's vital to first connect with teams and personnel across your organization to develop a plan for your website.

Getting started

- **Form a plan**
- **Make a wire frame**
- **Draft sitemap**
- **Start {Coding} - Html JS CSS**
- **Build Backend(DB, Server, logic)**
- **Build Frontend**
- **Buy a domain name**
- **Launch website**



Choose to work with a CMS(Website builders)

Form a plan

Here are some questions to consider before your first site draft:

1. What is the goal of your website?

2. Who is your audience, and what do you want them to do on your website?

3. What type of website are you building? (e.g. basic informational, membership, online store)

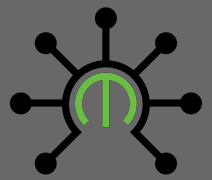
4. What content are you aiming to publish, and at what volume?

5. What's the purpose of this content?

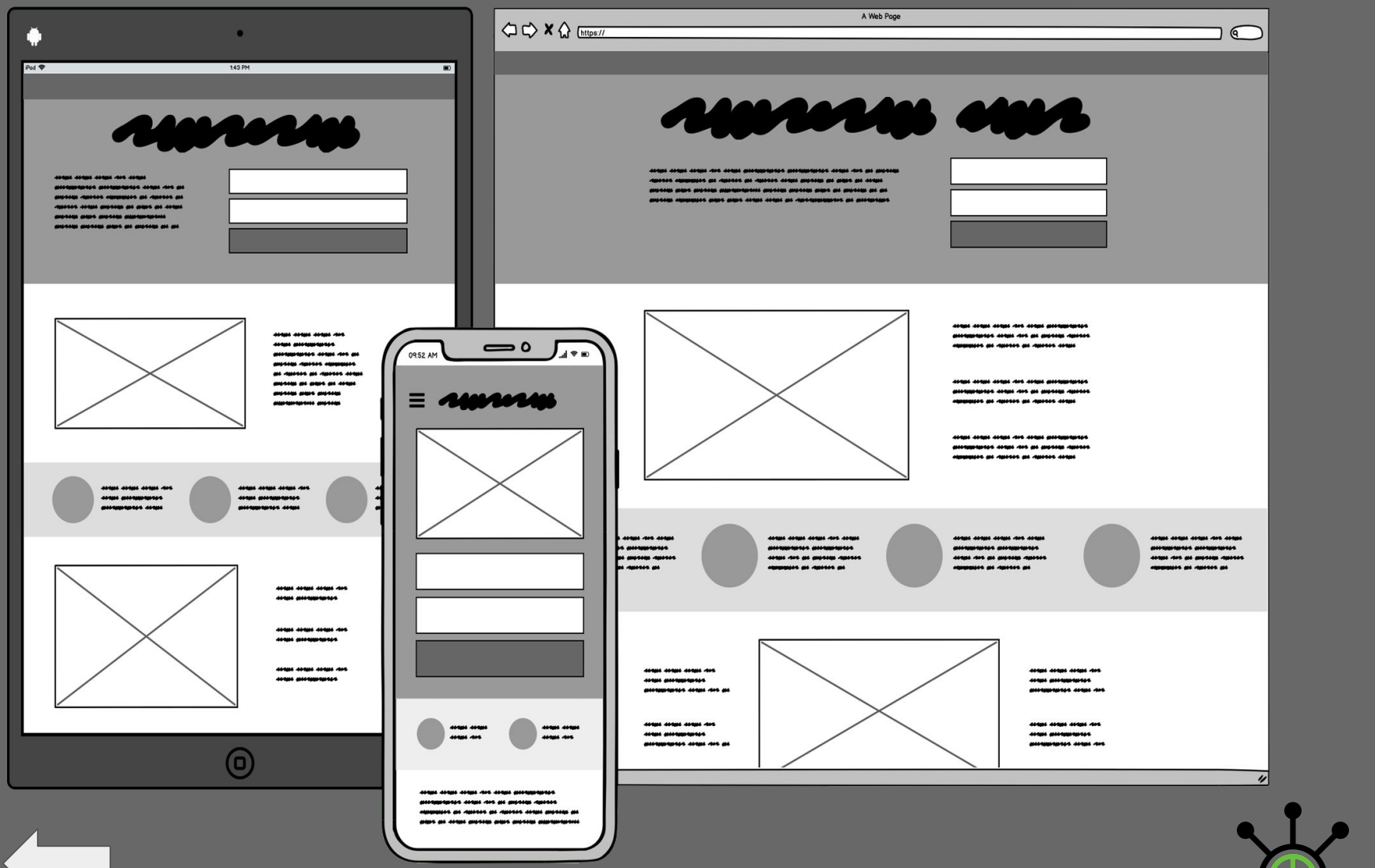
6.How will you structure your website for the best navigational experience?

7. What's your budget?

Answering the questions requires interfacing with your web development, marketing, and financial teams to determine your priorities and make informed decisions.



Make Wire Frame



Draft a sitemap

NB: Not to be confused with sitemap.xml

Here are a few questions to ask yourself when planning your site:

- What individual pages do you want?
- What content will be on those pages?
- How can you organize those pages into categories?
- What is the hierarchy of pages on your site?
- How will the pages link together?
- What pages and categories are essential to your site and user experience?
- Which pages or categories could be removed or combined?

Start Coding

Developers will use different programming languages for the front-end & back-end of websites, as well as for different functionalities of the site (such as design, interactivity, etc). These different languages work together to build and run your site.

Popular web coding languanges

HTML

CSS

Javascript

Almost every website uses them in some capacity

Others. JAVA, C++, C#, Python etc.

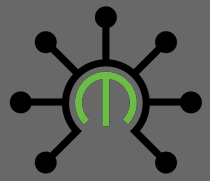
Build Backend(DB, Server, logic)

The back-end handles the data that enables the functionality on the front-end. For example, Facebook's back-end stores my photos, so that the front-end can then allow others to look at them. It’s made up of two key components:

- Databases, which are responsible for storing, organizing, and processing data so that it’s retrievable by server requests.

- Servers, which are the hardware and software that make up your computer. Servers are responsible for sending, processing, and receiving data requests. They’re the intermediary between the database and the client/browser. The browser will, in effect, tell the server "I need this information", and the server will know how to get that information from the database and send it to the client.

cloud, web db



Build Frontend(Client side)

it’s what your visitors, customers, and users see and how they’ll use your website.

Front-end (or client-side) development includes a combination of JavaScript, HTML, and CSS. It also controls components such as typography and fonts, navigation, positioning, and browser compatibility and responsiveness.

This part will reflect more of your initial site vision and what you included in your wireframe

Buy domain name

At this point, your website will have an IP address. It also needs a domain name, a memorable website name that your visitors can use to find your site.

ICAAN

Go daddy

Porkbun

Namecheap

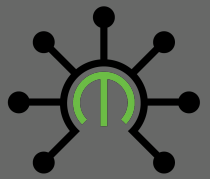
Manage DNS and name servers.

Launch your website

Testing

share social media

Optimize for SEO



CMS (Content Management System)

Why would someone choose a CMS over coding “by hand” or “from scratch?” It’s true that a CMS is less flexible and, therefore, gives you less control over your front-end.

However, a CMS is easier to use (you have to write less code), and it often has tools for hosting the site, storing user information, creating a blog, publishing landing pages, capturing leads, and even building an email list.

Common CMS systems

1. Wordpress
2. Drupal
3. Joomla
4. Shopify
5. Tumblr
6. Medium
7. Blogger
8. Wix
9. Weebly

Practical CRUD ACTIONS

(SEO) Search Engine Optimization

Sitemap.xml (Arrangement priority)

Google Console

Google analytics

Open grap data{Description, Images, Keywords, Title, previews}

Maintenance

Server Maintenance

Upgrades

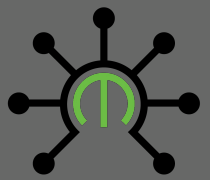
Bugs

Speed, Storage etc

Learning Materials

w3schools.com

Freecodecamp.com



THANK YOU

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