

Build Your Own Website

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Marshall District Library
June 11, 2019**

Facts And Stats

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> 90% of adults in America are online in some way in 2019.

This compared to only 52% in the year 2000.

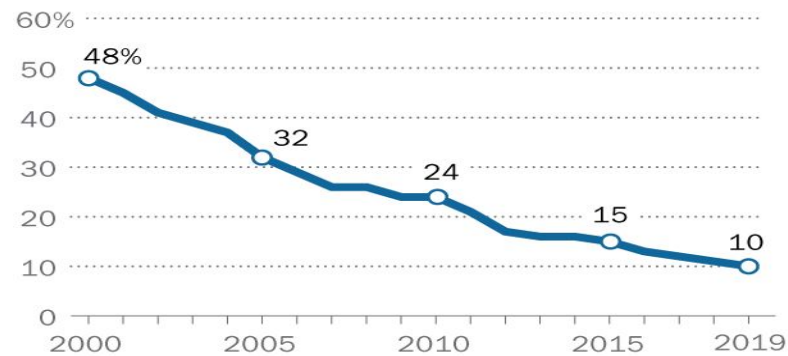
> Of the 90% that are online, 70% use Facebook.

> According to Pew Research, 8 in 10 Americans shop online.

Of those that do, 15% make a weekly purchase online.

Offline population has declined substantially since 2000

% of U.S. adults who say they do not use the internet



Source: Survey conducted Jan. 8-Feb. 7, 2019. Trend data from previous Pew Research Center surveys.

PEW RESEARCH CENTER

Business Online Presence

Business Online Presence

“If your business is not on the internet, then your business will be out of business ” – Bill Gates



Business Online Presence

> **Makes business available 24/7/365**

Information about your business, values, products, and/or services can be viewed at any time when on your website

> **Searchable on Google, Yahoo, Bing - SEO**

Yelp, Google Business, Yellow Pages. Gives a place for customers to leave feedback and reviews for those looking for your service or product

> **Global Presence**

Anyone with an Internet connection can find you

> **Marketing**

Showcase your products and services

Website

Website

> **Creates distinguishable branding**

Understand your market by differentiating yourself from the competition

Identify who your target market is. Create a website that reflects your target audience

> **Add credibility to your business**

More likely to get business if person can check out your product/service before hand

Customers can leave feedback and reviews

Social Media

Social Media

- > 2.38 Billion monthly active users (Facebook)
- > Free
- > According to Forbes, customers when surveyed said they developed their brand loyalty through the companies social media marketing

“In a survey of more than 600 senior marketers, 39% said they saw a medium return on investment (ROI) from organic social media posts, while 20% said they received the highest ROI from this form of marketing channel. In addition, 36% said paid social media ads brought in medium ROI, while 17% said the channel provided high ROI.”

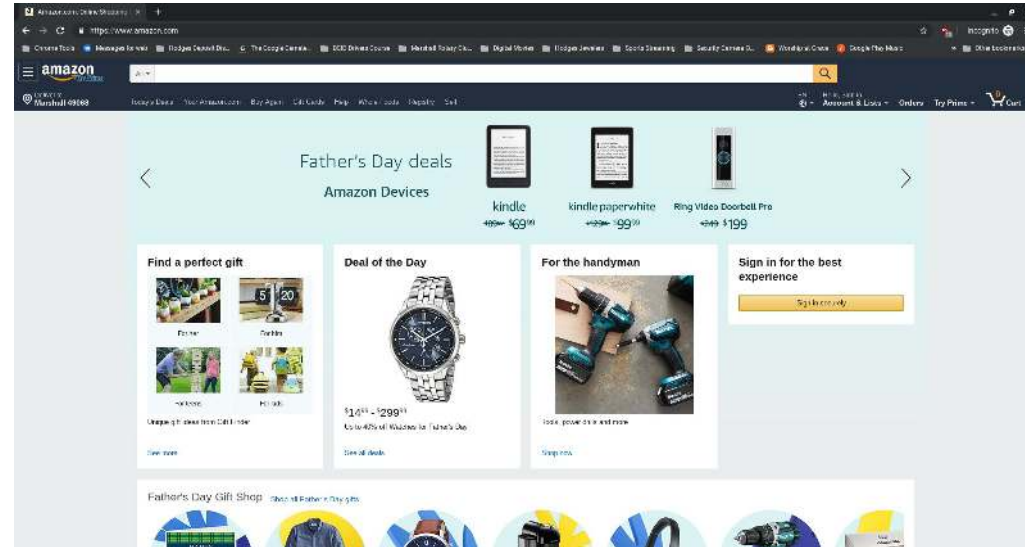
Before Getting Started

Before Getting Started

> Types of Websites : Ecommerce

e-Commerce, also known as e-Business, or electronic business, is simply the sale and purchase of services and goods over an electronic medium, like the Internet. It also involves electronically transferring data and funds between two or more parties. Simply put, it is online shopping as we commonly know it.

> Example: www.amazon.com

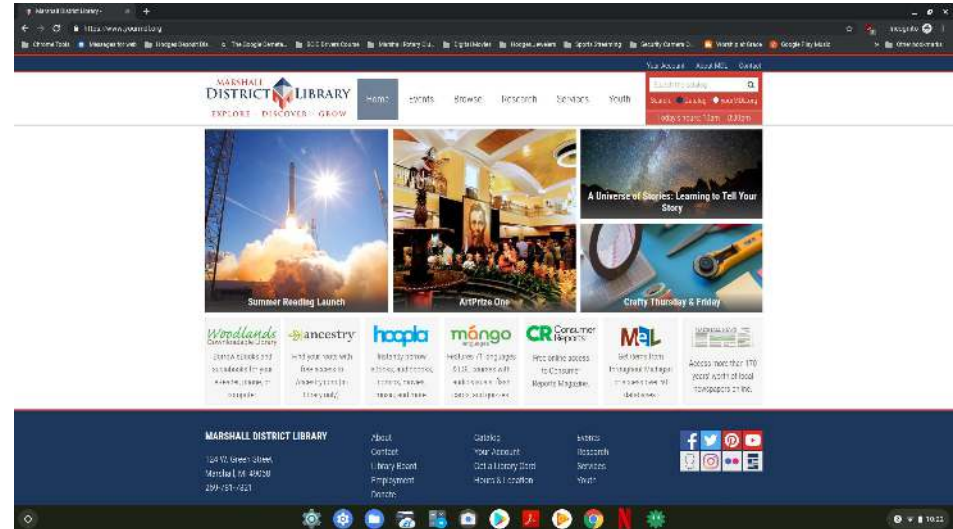


Before Getting Started

> Types of Websites : Business

A business website is any website that's devoted to representing a specific business. It should be branded like the business (the same logo and positioning) and communicate the types of products and/or services the business offers.

> Example: www.yourmdl.org

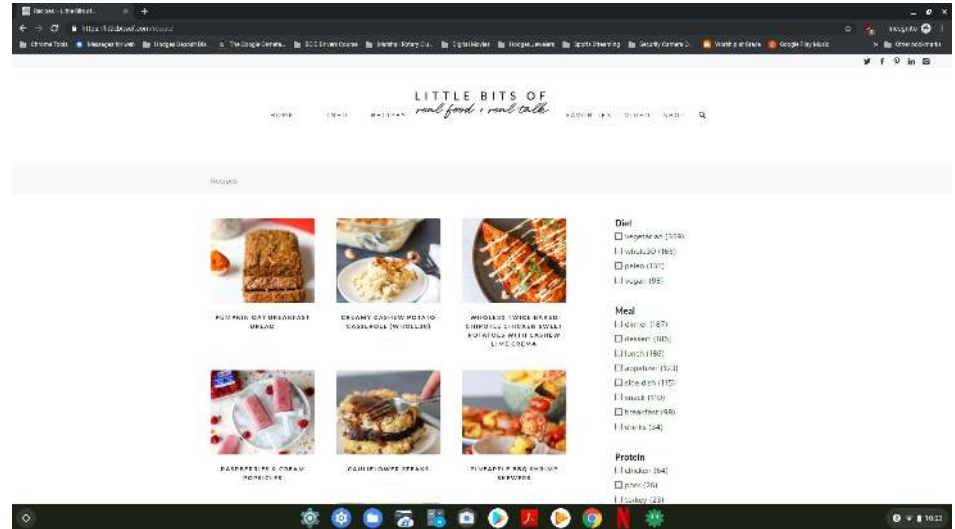


Before Getting Started

> Types of Websites : Blogging

Personal websites have been a favourite for families and people who wish to document the big occasions of their lives such as weddings, new babies or their travels. These days, the modern alternative; blogging has become an extremely popular. Blogs are usually updated frequently and older posts can be viewed through archives.

> Example: <https://littlebitsof.com/>

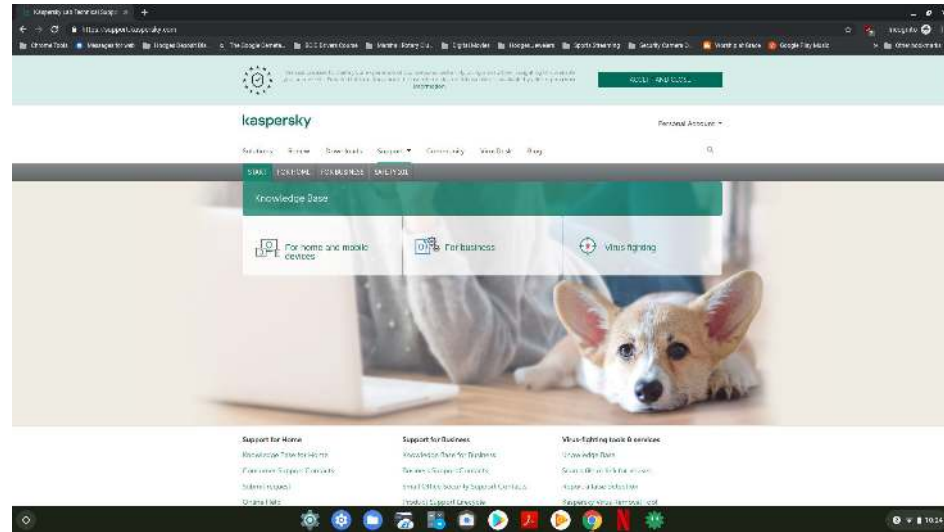


Before Getting Started

> Types of Websites : Support/Customer Interaction

Website where customers can receive help with a service or product from the business and/or other customers.

> Example: <https://support.kaspersky.com/>



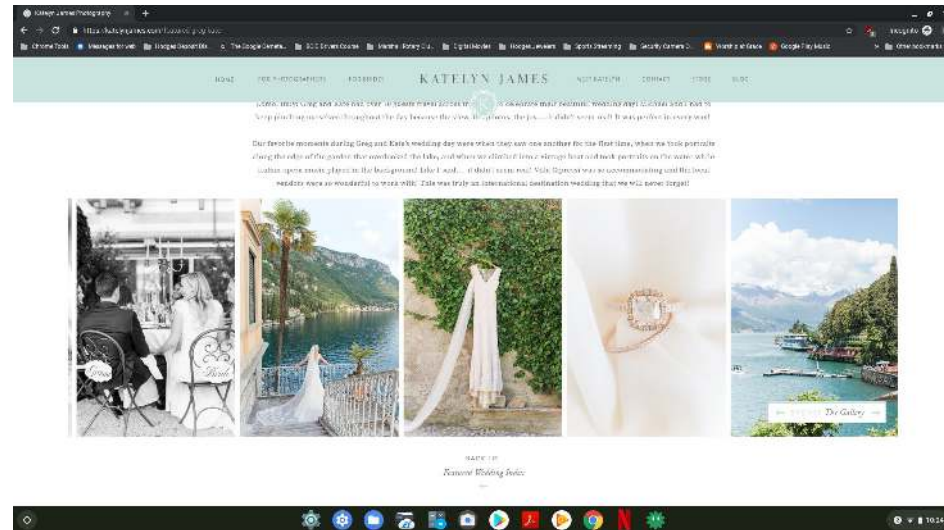
Before Getting Started

> Types of Websites : Portfolios and Galleries

Portfolio websites are sites devoted to showing examples of past work. Service providers who want to show potential clients the quality of the work they provide can use a portfolio website to collect some of the best samples of past work they've done. This type of website is simpler to build than a business website and more focused on a particular task: collecting work samples.

> Example:

<https://katelynjames.com/featured-greg-kate>



Before Getting Started

> Types of Websites : Staff Resource Site

Resource website for employees to have access to frequently used resources, company policy, announcements, calendars, and employee user directories.



The screenshot displays a web browser window with the address bar showing 'Human Reso...'. The page title is 'Human Resources' and the subtitle is 'Sample Intranet Site'. The navigation bar includes 'Home' and 'Request Form' buttons. Below the navigation bar is a 'Recent Files' section with a table of PDF documents. To the right of the 'Recent Files' table is a task list table with columns for Subject, Priority, Status, and Assignee.

Title	Size
Corporate Wellness Program Policy.pdf	47 KB
Employee Code of Conduct.pdf	41 KB
Employee Promotion Policy.pdf	42 KB
Parking Company Policy.pdf	34 KB

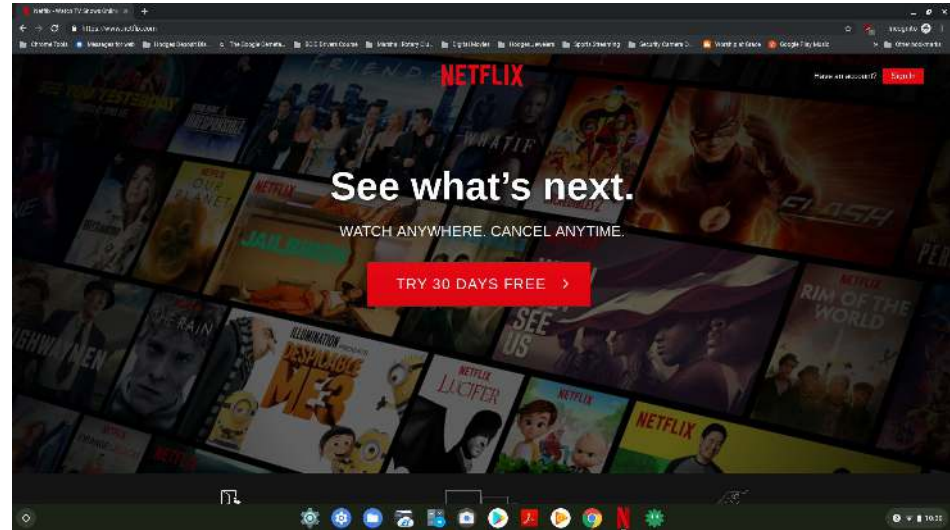
Subject	Priority	Status	Assignee
Schedule Sensitivity Training	Normal	Not Begun	
Review Benefits	Normal	Not Begun	
Publish Company Directory	Normal	Not Begun	
Review Changes to Tax Code	Normal	Not Begun	
Prepare Wellness Seminar	Normal	Not Begun	

Before Getting Started

> Types of Websites : Entertainment Website

If you think about your internet browsing habits, you can probably think of a few websites that you visit purely for entertainment purposes. They could be humor websites like The Onion, webcomics like xkcd, or just websites with fun or interesting content like NETFLIX

> Example: www.netflix.com



Before Getting Started

> Importance of Choosing Domain Names

In most cases, your business name dictates your domain name, or the creative naming process in the starting phase of launching a business goes kind of simultaneously. Nevertheless, your domain name must support your brand's story.

- > **Easy to type**
- > **Keep it short**
- > **Use keywords**
- > **Target your area**
- > **Avoid numbers and hyphens**
- > **Be memorable**
- > **Research it**

Choosing a Platform

Content Management Systems



WORDPRESS

- > 34% of all websites
- > Free & open source
- > Extensive library of forums
- > Most plugins
- > Most popular platform
- > Most user friendly



Drupal™

- > 2% of all websites
- > Free & open source
- > Most powerful
- > Requires technical coding skills



Joomla!

- > 3% of all websites
- > Free & open source
- > Mostly used for E-commerce and social networking sites

Website Builders



SQUARESPACE

- > 1.5% of all websites
- > Best designed templates
- > No free plan option
- > Most structured



- > 1% of all websites
- > Free and paid plans
- > Complete drag and drop
- > Backup and restore feature



- > .25% of all websites
- > Free and paid plans
- > Most user friendly



Google My Business

- > Free analytics
- > Google website free for first year
- > Very limited

Going Live

Website Hosting

Server space where your website is stored and made accessible on the internet

Shared Hosting

> Multiple sites on a single server

Dedicated Hosting

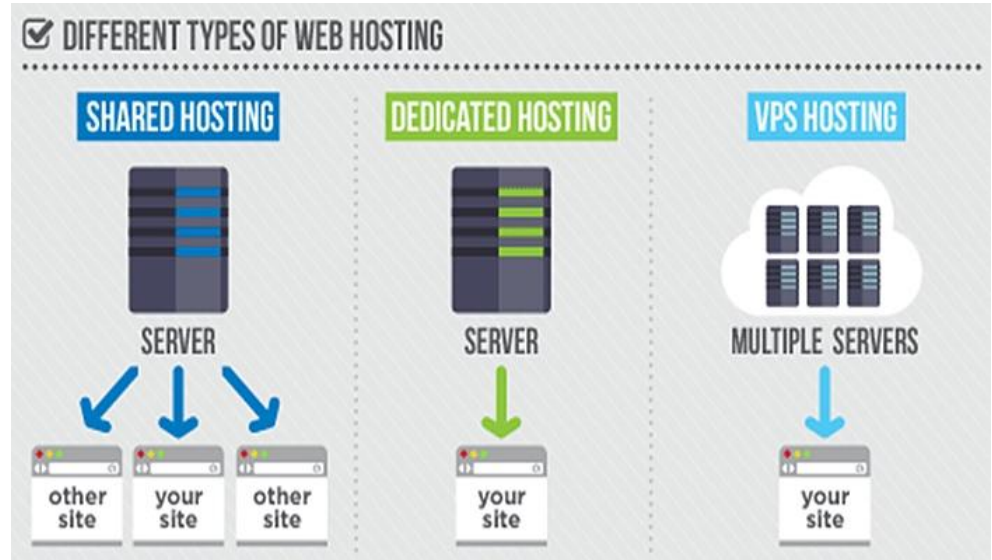
> Single site on a single server

VPS Hosting

> Multiple sites on a single server with allocated space

VPS Cloud Hosting

> Single site on multiple servers



Website Hosting



- > Up and coming
- > Great security
- > Extra features like spam protection



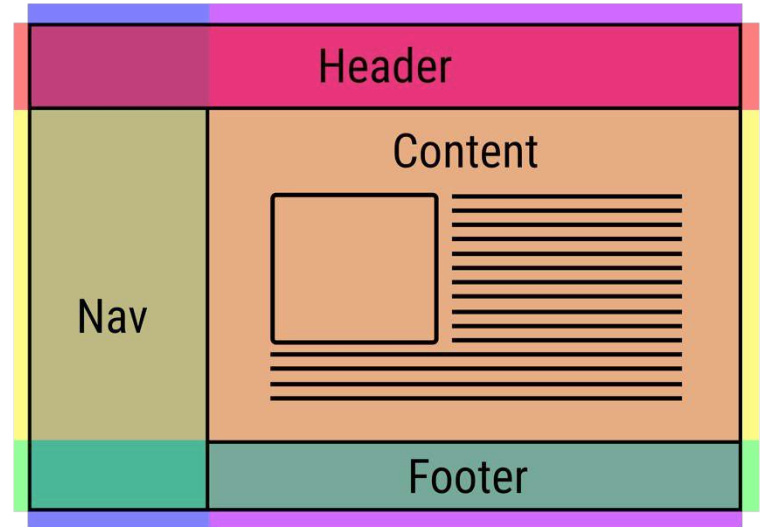
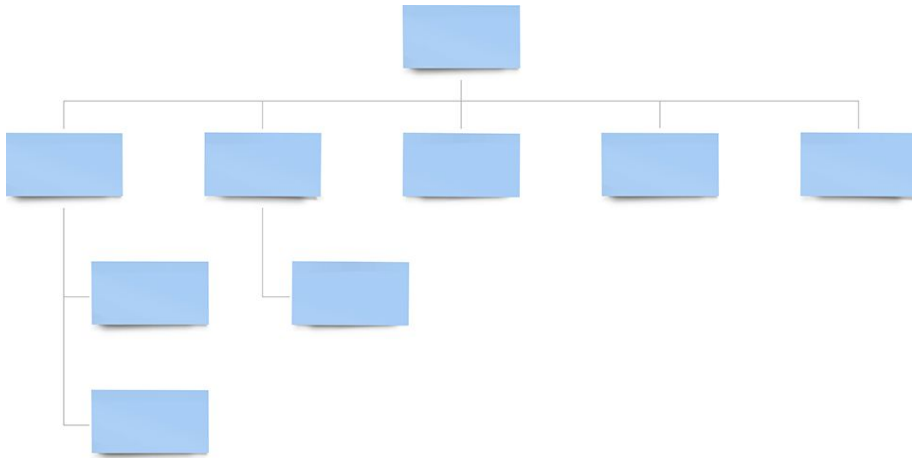
- > Not as well known
- > Great customer support
- > Offers content management
- > Chicago Based



- > Most Popular
- > Most affordable
- > Geared towards e-commerce
- > User-friendly website builder
- > Guaranteed uptime

Sitemap & Layout

A sitemap is a model of a website's content designed to help both users and search engines navigate the site.



Style Guide

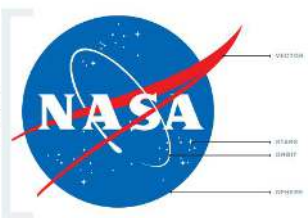
A set of standards for the writing, formatting and design.

THE NASA IDENTITY SYSTEM

The NASA Insignia

The Basic Elements 5

The NASA insignia is the only allowable logo for external communications material. The agency's policies regarding logo usage are designed to ensure that the public recognition of the NASA insignia is not diluted by other NASA identities. Our prime brand identifier, the insignia reflects the history and tradition of the agency. Commonly referred to as "the meatal," the insignia must be included on all agency publications, displays, visual communications and markings. Designed in 1959 by former NASA employee James Modarelli, the NASA insignia contains the following elements:



Strict regulations and guidelines govern the use of the NASA insignia. The insignia cannot be recreated, nor can it be distorted, stretched or otherwise altered. In order to protect its use, the insignia is not authorized for download off the Web. Direct questions about the insignia to the Headquarters Office of Public Affairs at 202-358-1600.

Insignia Size

The NASA insignia should be reproduced only from original reproduction assets. Transparencies or electronic files that can be obtained from the Headquarters Office of Public Affairs at 202-358-1600 or each center's Printing and Design Office.

Any insignia adaptations needed to meet the printing requirements of other formats (e.g., silk-screening, embossing, etc.) must be pre-approved by the Headquarters Office of Public Affairs.

The insignia cannot be used in a sentence or configured with other symbols.

Products that are exclusively for internal use may include program and project logos (see page 27).

Refer to page 28 for use of the insignia in conjunction with the logos of co-funding partners.

Detailed instructions for using the insignia can be found in the Insignia Guide on page 39.

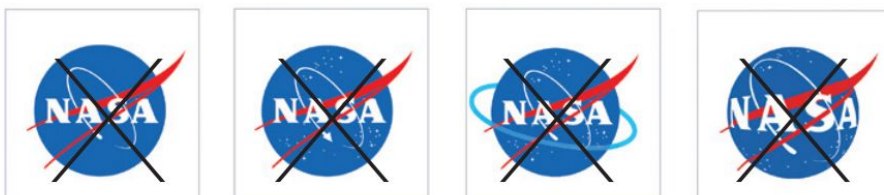
See page 8 for variations on the insignia.

THE NASA IDENTITY SYSTEM

The NASA Insignia

Insignia Violations

46




Never delete elements of the insignia.

Never add elements inside the insignia.

Never add elements around the insignia.

Never distort the insignia.



Never change the original colors of the full-color insignia.

Never add other colors to any elements of the one-color insignia.

Never reverse the insignia.

Never add a glow to the insignia.

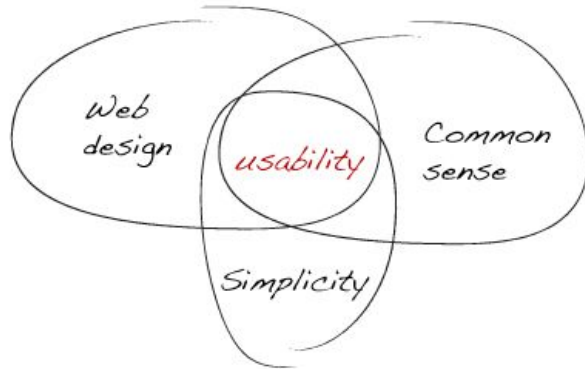
Search Engine Optimization

The process of increasing visibility of a website or a webpage to users of a web search engine.



Usability

The ease of use, access and learnability of product or tool.



Maintenance: Updates & Backups



Questions?