Publishing Your Website:

What to do now that your website’s done…

**OVERVIEW:**

In Web Design class you’ve built websites using both Web 2.0 tools (Weebly), and Code Editing tools (Notepad and Dreamweaver). Each of these types of tools will vary in terms of what you need to do with your website once you’ve completed the local (aka offline, on your computer’s hard-drive) version, and wish to make it remote (aka online, on the World Wide Web).

**METHODS OF BUILDING & PUBLISHING WEBSITES**

***WEB 2.0 Tools – Weebly, Blogger, Wix***

When it comes to hosting your website, tools like Weebly, Blogger, and Wix have free hosting and sub-domain-naming (you must upgrade to a paid account to access an original domain name) built in, so any site that you build within Weebly will automatically be published to the World Wide Web (meaning, anyone in the world, using any device with internet access may view it). They also have built-in processes like FTP (file transfer protocol)\* and CMS (content management systems)\*, so that your files can be created, uploaded, and managed directly within the site itself. While Web 2.0 tools make building beautiful and functional websites simple – even for people who have no knowledge of coding or design – the catch is that your structure (html) and design (css) options are limited to the tools’ built-in templates and functions (though you do have the option to sneak into Weebly’s CSS Editor and switch some things around if you know what you’re doing).

***BASIC Text Editors – Notepad, Wordpad, Notepad++***

With tools like Notepad, things are *slightly* more complicated. Because you build your sites offline using a program on your local computer, you must find a web server\* to host your site files on. Reliable, reputable and professional web hosting services (like GoDaddy and BlueHost) typically charge a monthly fee, but provide you with perks like an original domain name, username and password to connect to your FTP and CMS, and email addresses for all of your website’s contributors (the larger your website grows, the more people you will need to help operate and update it). If your only source of file management is Windows Explorer (where you go inside your computer’s hard drive and network to access your files), you’ll likely want to look into using a CMS to make your file management more manageable (in terms of both organization and ease of updating).

***ADVANCED Text Editors – Dreamweaver, FrontPage, Aptana***

Dreamweaver presents a sort of in-between when it comes to managing your files and publishing your website on the world wide web. While you are still building your sites offline using a program on your local computer and therefore need to find and upload your website to a web server, CMS and FTP are built directly into Dreamweaver’s site management component. Because of this, you do not need to worry about finding and installing third-party CMS programs, and FTP clients.

**GLOSSARY:**

\*Web Server: a program designed specifically for serving web pages on the WWW installed on a high-power computer. Some popular examples of web server providers are GoDaddy and BlueHost, though several large institutions and corporations (like schools and businesses) have their own web servers downloaded within their LAN.

\*Content Management System (CMS): a program used to create, edit, review, preview, update, and publish website content. Some popular examples are Wordpress, Joomla and Drupal.

\*File Transfer Protocol (FTP): the process used to transfer website-related files (.html, .css, .js) from an offline location to an online location. FTP clients allow you to manage files located on the world wide web (aka online/remote) through the computer they are stored on (aka offline/local). Some popular FTP clients are Filezilla, WinSCP, and CyberDuck. Many advanced text editors (like Dreamweaver) have this function built in.

**THIS WEB DESIGN COURSE:**

In this course we will not actually be hosting the sites we make in class through any type of web server. There are several reasons for this:

1) While hosting, file transfer protocol, and content management all have universal definitions, each company with a web design department has a different method of utilizing these services – thus, any way you would learn how to follow these procedures here at NACI may differ greatly in comparison to how you would follow them at a company you work for in the future.

2) Many school divisions, and almost all corporations, have access to a web server within their network… Alas, we do not (since we use Weebly to create our division’s website).

3) While web hosting services are very affordable (some are even free) nowadays, there is simply no way for the school to keep tabs on your online activity once your school site becomes public.

Though WE will not be making our coursework (other than what we create using Weebly) available for all the world to see, you may very well decide to do this once you have finished the course! Because of this, it is important for you to understand how this process unfolds.

**EDUCATE YOURSELF:**

Utilize both the previous information, as well as the sources at the bottom of this document (along with any other sources you see fit) to complete the long-answer questions below.

1. What is a domain? A sub-domain? What are some general guidelines you should follow when selecting a domain name for your website?
2. Under what circumstances would using a sub-domain for your website be acceptable? A domain?
3. Once you’ve finished building a website in an advanced Code Editor like Dreamweaver, what steps do you need to take in order to make it public and accessible on the World Wide Web?
4. When and why does it become necessary to utilize Content Management Systems?
5. Why is it often a good idea to use an ISP to host your website, rather than installing a Web Server on your own PC and hosting your site through there?
6. Compare the different methods of building a website (web 2.0, basic code editors, or advanced editors). Consider: accessibility, affordability, ease of use, functionality, features, amount of freedom/control, etc. Which method are you most likely to use in the future and why?

*Read through the following W3Schools pages to help you understand and answer the questions above!*

* [Web Hosting Introduction](http://www.w3schools.com/website/web_host_intro.asp)
* [Web Hosting Providers](http://www.w3schools.com/website/web_host_providers.asp)
* [Web Hosting Domain Names](http://www.w3schools.com/website/web_host_domains.asp)
* [Web Hosting Capacities](http://www.w3schools.com/website/web_host_capacity.asp)
* [Types of Web Hosting](http://www.w3schools.com/website/web_host_types.asp)