Web Page Development:
What make a good web site?

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Creating a Web Site

What make a good web site?
What sort of things should you consider?

- Purpose

- Usefulness

- Design

- Interactivity

- Promotion

Creating a Web Site

What make a good web site?
What sort of things should you consider?

- **Purpose**- Who is the audience for the web site? What does web site have to share with the internet community? How does one measure success for a web site?

- **Usefulness**

- **Design**

- **Interactivity**

- **Promotion**

Creating a Web Site

What make a good web site?
What sort of things should you consider?

- **Purpose**

- **Usefulness**- aka site **Freshness**. Are the pages up-to-date and accurate? Does the web site fill a specific need and thus make itself unique on the Web? Do all the page links work?

- **Design**

- **Interactivity**

- **Promotion**

Creating a Web Site

> What make a good web site?
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- **Purpose**

- **Usefulness**

- **Design**- aka the **Look** of the site. Is it an attractive or original design? Is the site easy to read? Does it have a friendly layout? Does the site load quickly? Is the site accessible by people with disabilities? **One rule** for quick web site design: **Keep it simple**.

- **Interactivity**

- **Promotion**

Let's Look at Some Web Sites

Open up a browser and go to each of the following sites:

- ## http://www.disneyworld.com

- ## http://www.tvtickets.com

- ## http://www.nick.com

What do you like about each site? Is the site design attractive to you? Is it easy to navigate? Does it load quickly? Does the site fill a purpose? Which **Design/Layout** did you like the best?

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- **Purpose**

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- **Design**

- **Interactivity**- Is there something interactive on the web site that might get a person to return or stay longer on the web site? Are there interesting audio or video components to the web site?

- **Promotion**

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> **What make a good web site?**
> **What sort of things should you consider?**

- **Purpose**

- **Usefulness**

- **Design**

- **Interactivity**

- **Promotion**- Is the site included in the Google search engine? Are the web pages titled to make it easier for search engines to index the page? Is the web site name easy to remember? Do you have a podcast or vidcast that promotes the web site?

Let's Look at Some Different Web Sites

Open up a browser and go to each of the following sites:

- **http://www.abdn.ac.uk** - Simple Open Style or see http://www.exeter.edu for a Simple Closed Style

- **http://www.csszengarden.com** - Unique CSS Styles; /?cssfile=085/085.css

- **http://www.canadianspyinstitute.ca** - Text Style

What do you like about each site? Is the site design attractive to you? Is it easy to navigate? Does it load quickly? Does the site fill a purpose? Which **Design/Layout** did you like the best?

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Making your Own Site

Things to Do When Creating a Web Site

- **Think about your Audience.** Who will be accessing the site? What will make the site unique? Think about what you like to see in a web site.

- **Draw a Comp.** A comp is a quick drawing of what one page of your web site is going to look like when it is finished. Good web sites normally repeat parts of the comp throughout the web site design to give the whole site a unique look which identifies the site.

- **Collect materials.** It is best to collect materials ahead of time. Scan in pictures in .jpg, .gif or .png format in a web-friendly size and at 72 ppi or less. Have textual elements available in standard text files. Put everything in one folder.

- **Start Creating.** A minimum web site can just be a couple of pages. Leave room for development but avoid "construction" signs.