Creating Websites without Code

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Learning Code – HTML and CSS

- Code Academy

- Khan Academy

- Tutsplus.com

- Lynda.com ($)
  - Part of LinkedIn

Do You Need a Website?

- What are the goals of the site?

- What does the site need to accomplish?

- Are there other channels that could be used instead?

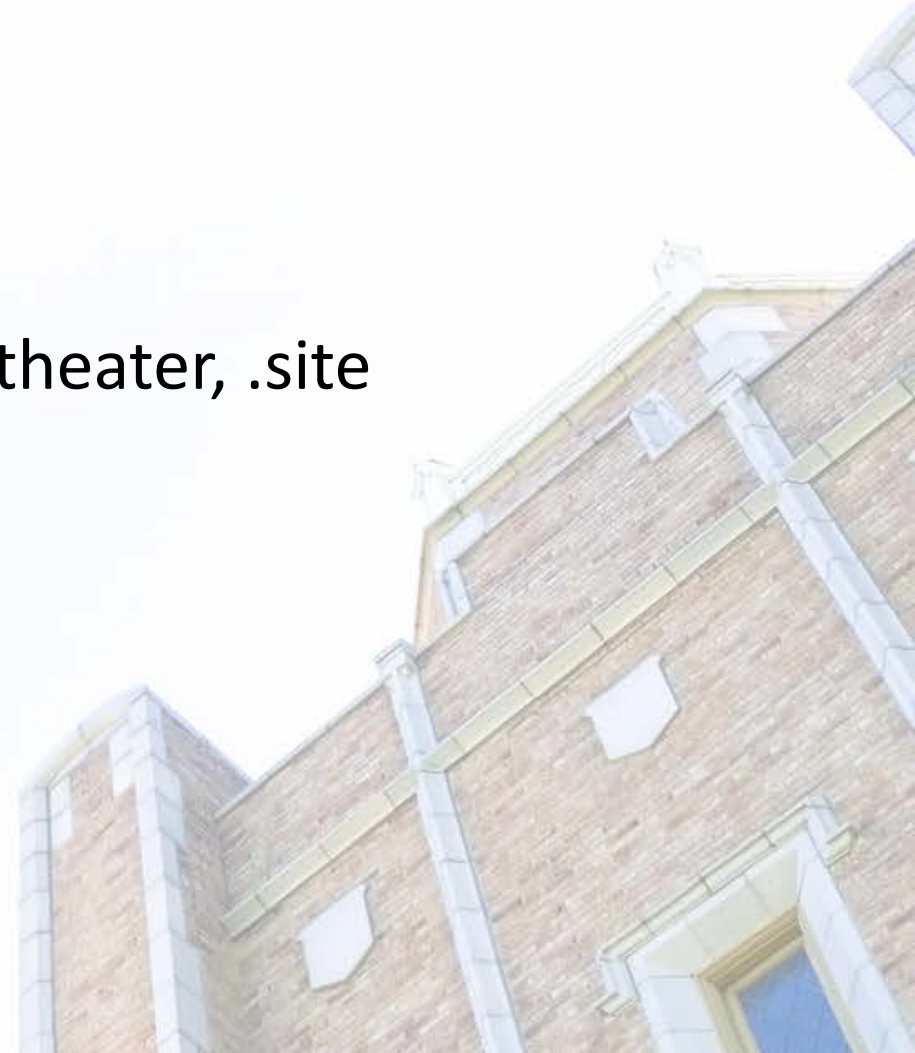- How does a website, social media or fit into your personal brand?

Domain Names

http://www.MySite.com

Choosing a Domain Name

- Start with looking for the **.com** version

- Don't use a hyphen or numbers

- Don't use copyrighted names or words

- Don't use specialized extensions: i.e.: .photo, .theater, .site

- Services to help pick a domain name:
  - http://LeanDomainSearch.com
  - http://BustaName.com

Register Your Domain Name

	Price	Comments
Domain.com	$9.99 / year for .com	
GoDaddy.com	$12.99 / year for .com	They will try to upsell you everything. Has a lot of "specialized TLD"
Namecheap.com	$8.98 / year for .com	At one point was offering free .me addresses to students

Domain Renewal Scams

- *Domain Registry Services* - sends physical letters that warn the domain holder that their domain is about to expire.
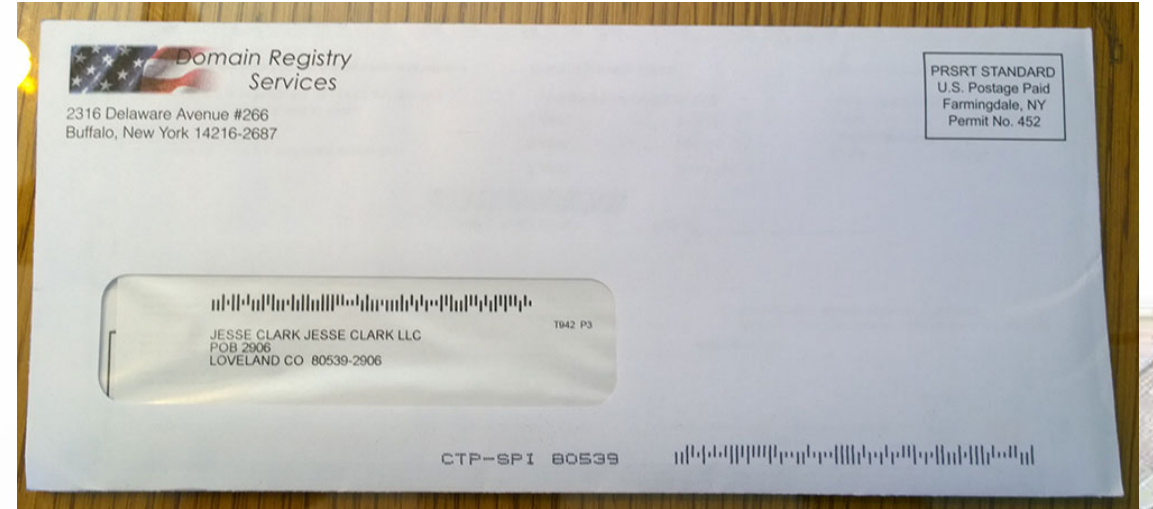
- Email from someone in China request to register the .cn version of your domain.
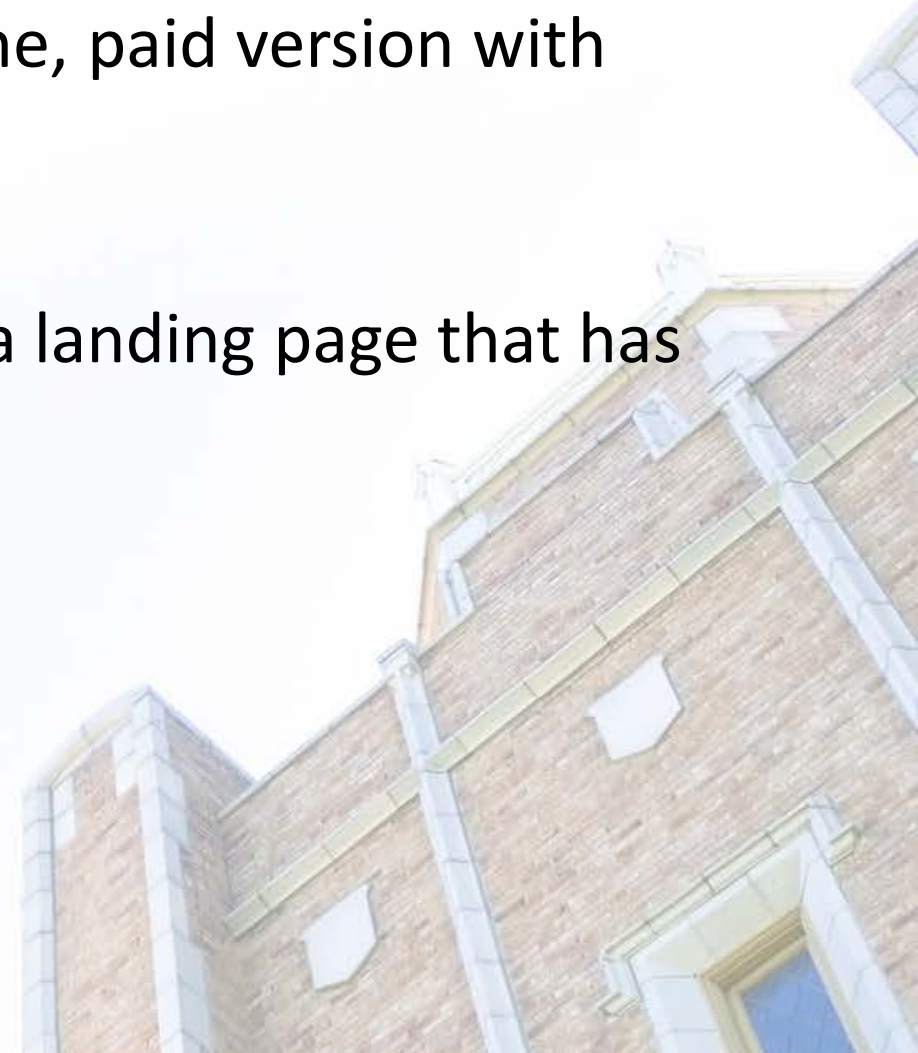
Personal Landing Page

A simple page that links to your social media accounts and contact information.

Personal Landing Pages

- About.me – Free version is about.me/username, paid version with custom domain is $48

- Keybase.io – An encryption service but offers a landing page that has links to your verified social media accounts.

Pay a Company to do Everything

Online companies can provide hosting and a drag and drop interface to create your site.

Paid Companies

Pros

- Provides designs and an interface that is drag and drop

- Very easy to setup and get going

- Some include the Domain Name

Cons

- Locked into that company and can't easily transfer the site.

- Usually not as flexible

Company	Free Version?	Price
Wix	Yes, adds a banner to the bottom and uses a subdomain.	$10-$25 a month for Ad Free. You have to purchase your own domain name.
SquareSpace	No	$8-$24 a month that includes domain name.
WordPress.com	Yes	$99 - $299 a year
Domain.com "Website Builder"	No	$81

Free Products

Usually only provide you with a subdomain.

Usually have an advertisement for the parent company or other sites.

Does not look as professional as the paid companies.

Product Name	Sample URL	Limitations
Wordpress.com	http://JesseClark.wordpress.com	You have to use their subdomain and limited themes.
Tumblr	http://JesseClark.tumblr.com	You have to use their subdomain and very little customization
Behance.net	https://www.behance.net/JesseGusClark	More of a portfolio than a website
Medium.com		

Build a site yourself

After a slight learning curve you will have more flexibility in the design and better control of the site.
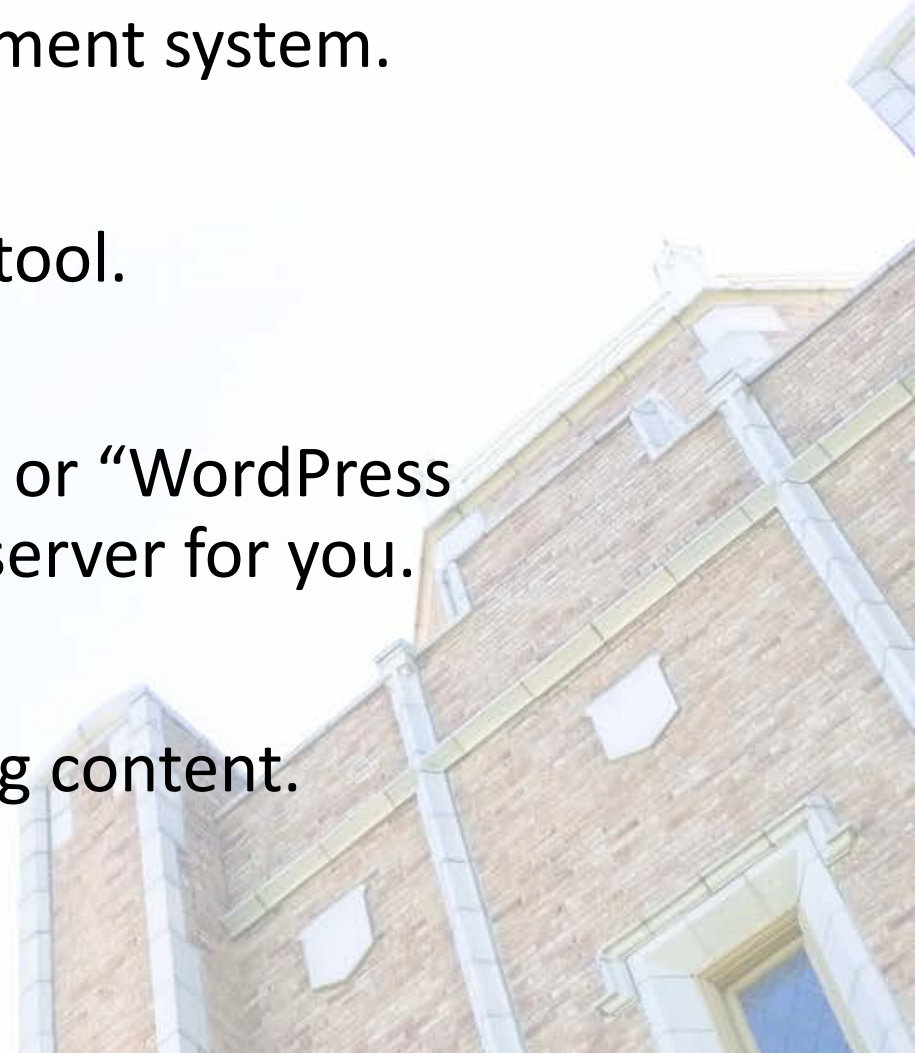
Purchase Web Hosting

- When someone types in your domain name, where do they go?

- Hosting can be purchased with your domain name

- Email address' are also sometimes included

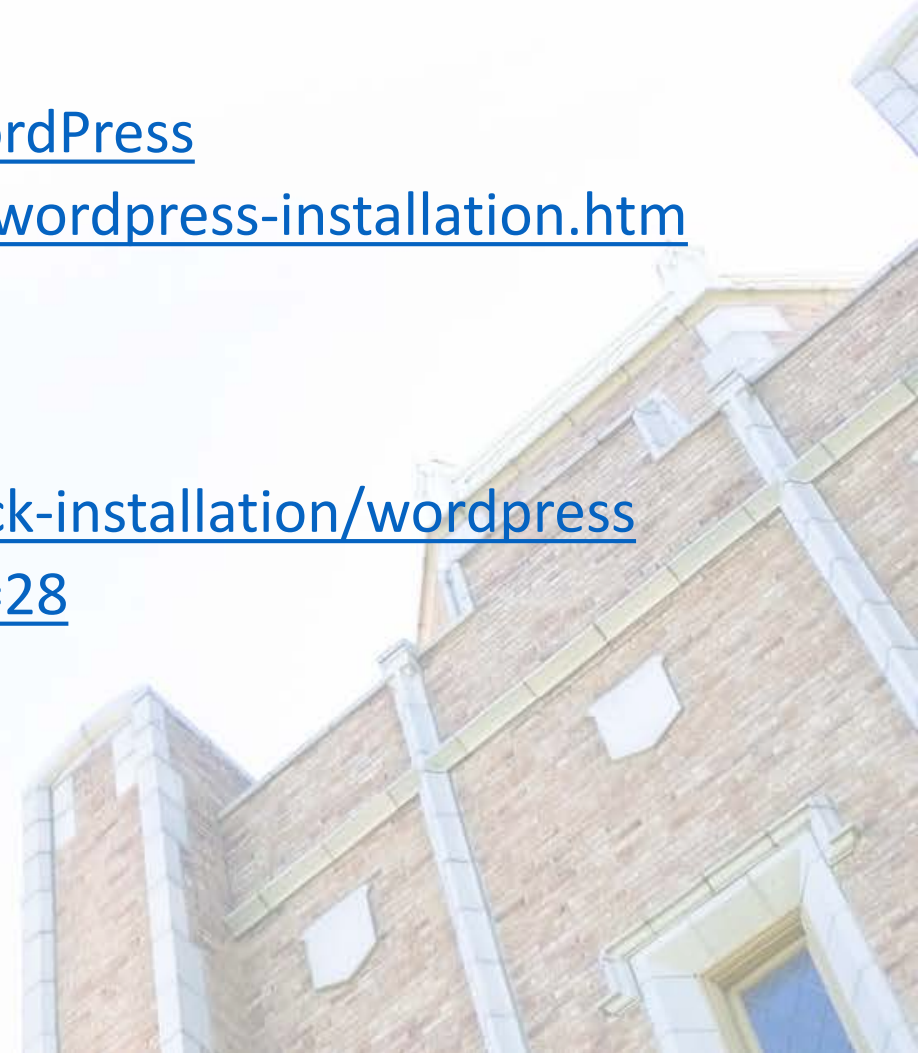| Company	Price	Notes
Domain.com	$3.75/month (starting)	Look for coupon codes
GoDaddy.com	$3.49/month (starting)	Look for coupon codes. Will try to upsell you.
DigitalOcean.com	$5/month (starting)	Slightly more complex but has one-click setup for WordPress

WordPress

- WordPress is an open-source content management system.

- Initially released in May of 2003 as a blogging tool.

- Many hosing provides offer "one-click installs" or "WordPress hosting" where they setup WordPress on the server for you.

- Super simple interface lets you focus on writing content.

Online Tutorials for WordPress

- Tutorials for manually installing:
  - Official: http://codex.wordpress.org/Installing_WordPress
  - http://www.siteground.com/tutorials/wordpress/wordpress-installation.htm

- One-Click Installs:
  - GoDaddy: https://www.godaddy.com/pro/one-click-installation/wordpress
 - Domain.com: http://www1.domain.com/blog/?p=28

"One-click" WordPress install

- Once you have purchased hosting go to the cPanel and look for Web Applications → Wordpress

- Click "Install this Application"

- Leave all the settings as the default except 2-factor authentication. Set to 'no'.

- Setup your username, password and entre your email.

- Click Install.
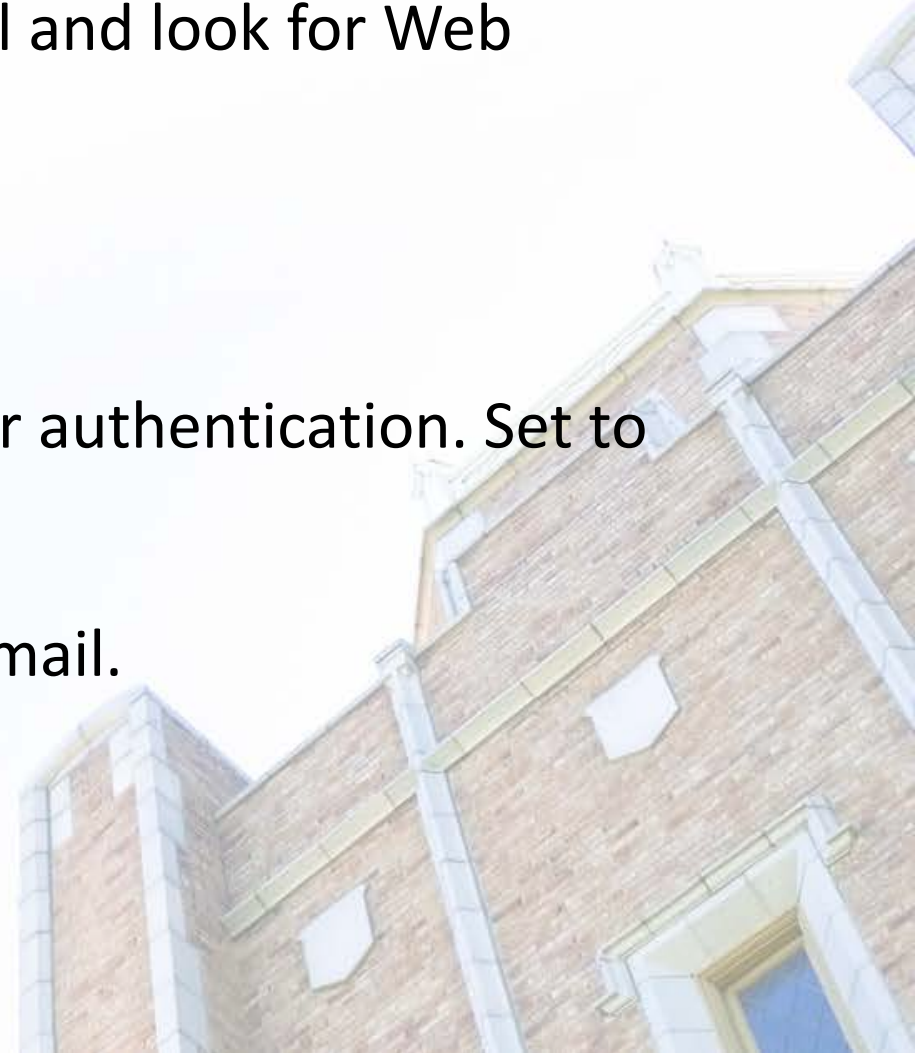
Customize WordPress

- [Settings] / [General] to Change Site Title, Tagline, and Time zone

- [Pages] Add new pages

- [Appearance] /[Customize]
  - [Menus] [+ Add a Menu] – Name is 'MainMenu'
  - [+ Add items] – Add items to the menu
  - Menu Locations, check "primary menu"
 - [Save & Publish]
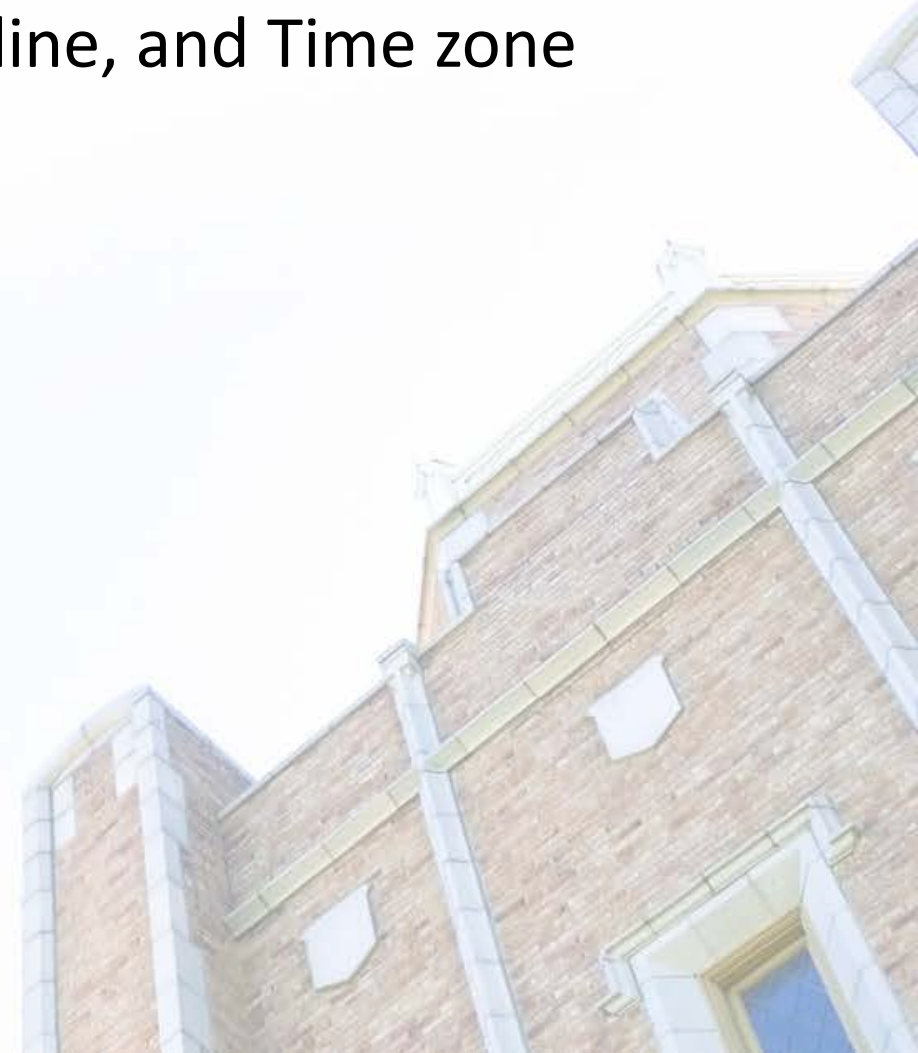
Install a WordPress Theme

- WordPress does not look "cool" right out of the box.

- Themes will help skin your site.

- Some themes will have social media integration.

- Look for a theme that looks good on your mobile device.

| Free Themes	Paid Themes
• Do a google search for "free WordPress templates" • These may be buggy or have errors. Test them out. • Others will have used these templates before. • Might have some ones credits on the bottom.	• http://themeforest.net/ → under "WordPress" • Around $50. Usually very robust and a lot of times the author will answer questions. • Look at reviews for each template

Write the Content

- The content is the most important part of a website. You can have an awesome design, but if the content is bad, the site will be bad.

- Focus on writing the content for the major sections first.

- Use images to add value to content and help the design
  - Make sure you have permission to use the image
  - Do not use images from Google Image search, these may be subject to copyright.
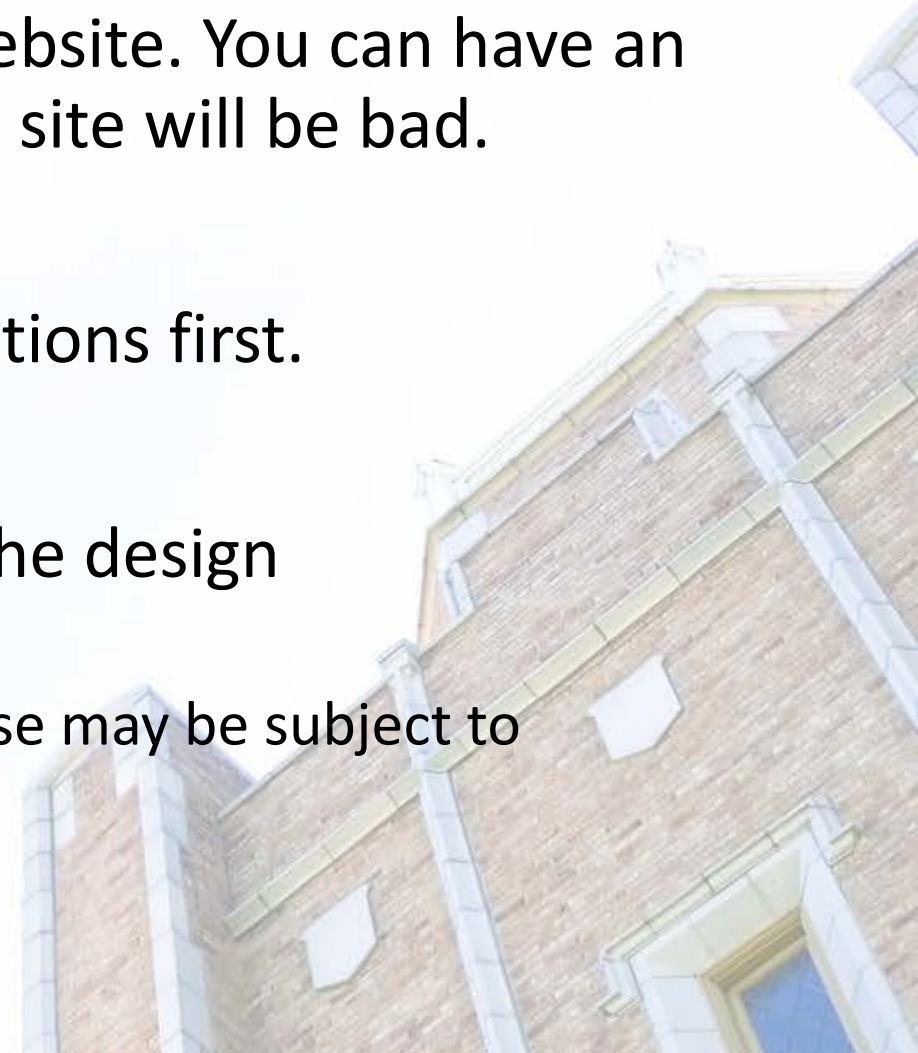
Publish Content

- Unless you have given out the URL, no one has it.

- Play around in the dashboard and make changes and add content

- Once you are ready, link to it from your social media, add to your email signature and put on business cards (if appropriate)
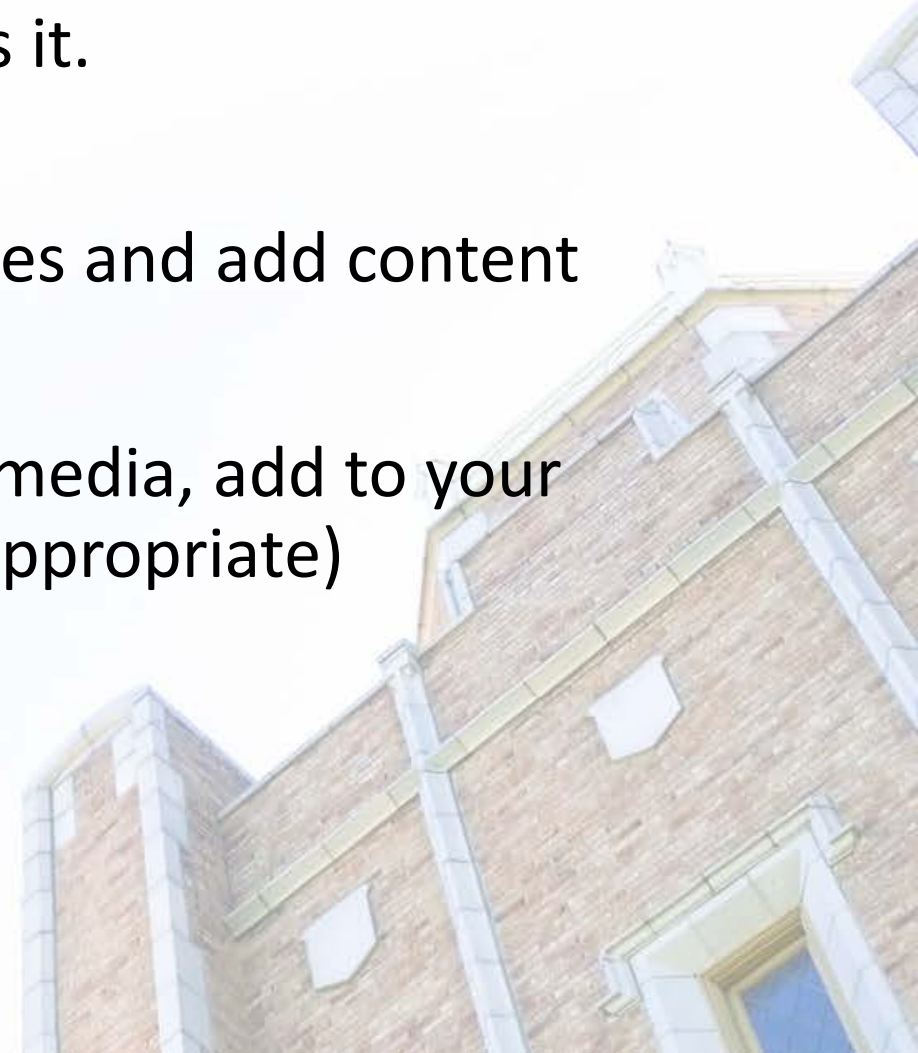
Website Usability

Don't make the users think.

# San-Serif vs Serif Fonts

San-Serif

- Use for body copy
- Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis id consectetur libero. Etiam laoreet placerat leo, eu finibus sapien posuere ac. Aliquam vestibulum, ipsum ultricies laoreet condimentum, libero mauris consectetur urna, sit amet porta dui orci id eros. Nam faucibus sapien vitae faucibus scelerisque. Phasellus elementum molestie quam eu accumsan. Nunc tristique accumsan euismod.

Serif

- Use for Headings
- Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis id consectetur libero. Etiam laoreet placerat leo, eu finibus sapien posuere ac. Aliquam vestibulum, ipsum ultricies laoreet condimentum, libero mauris consectetur urna, sit amet porta dui orci id eros. Nam faucibus sapien vitae faucibus scelerisque. Phasellus elementum molestie quam eu accumsan. Nunc tristique accumsan euismod.

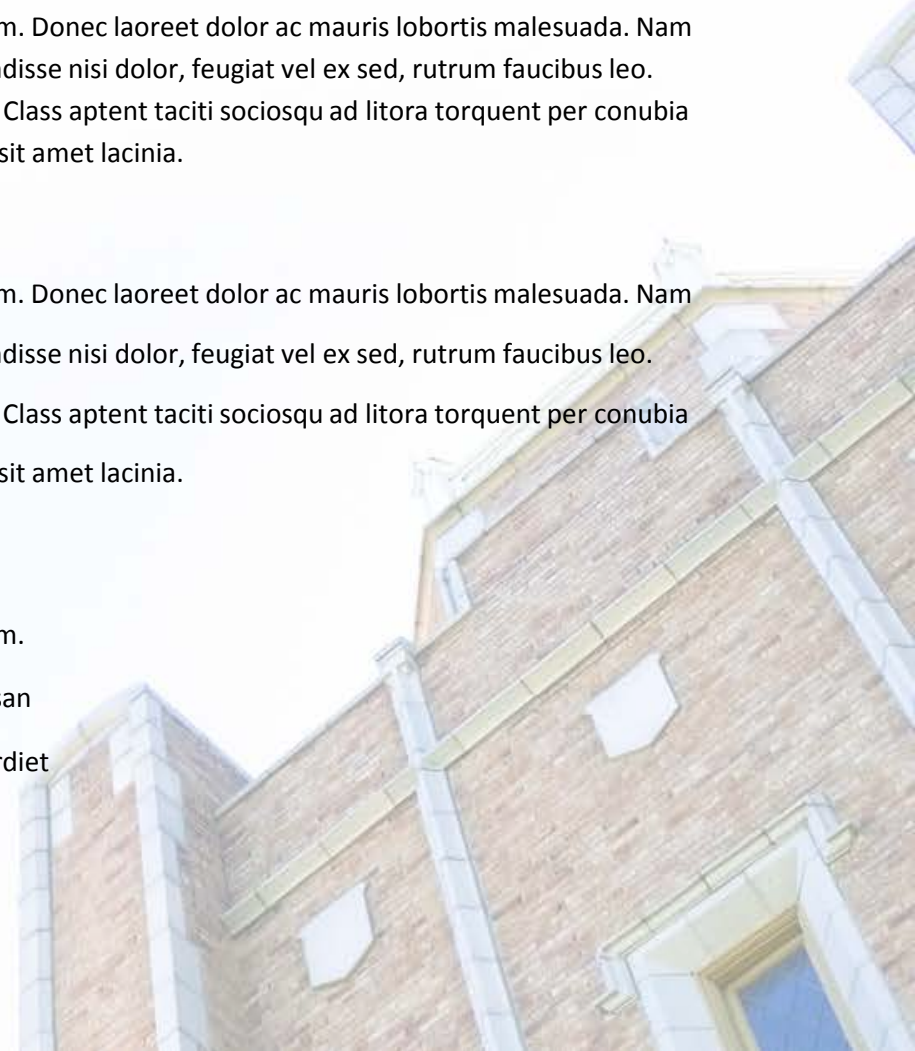# Do not use these fonts

Comic Sans
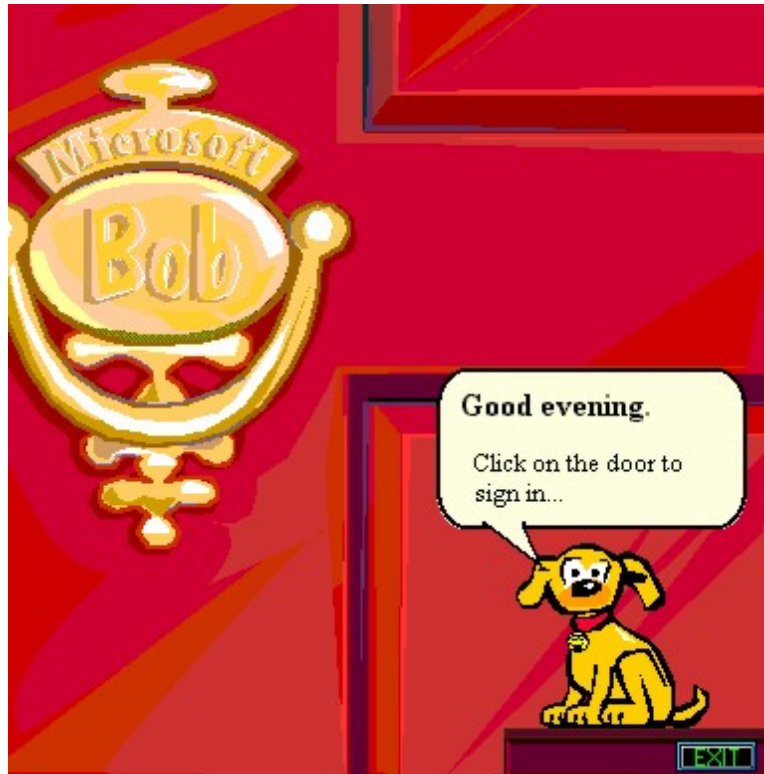
Papyrus
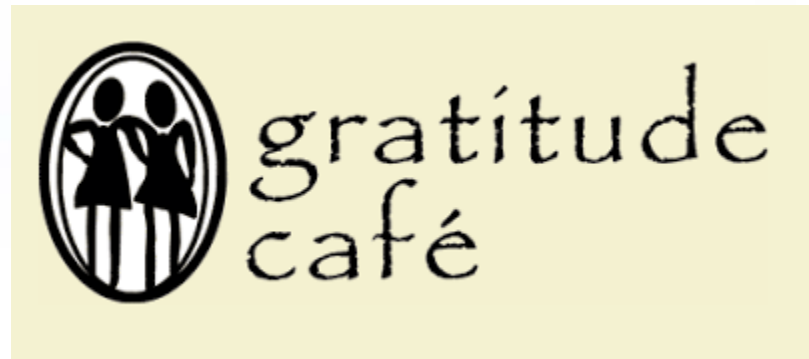
Font Styles – Line Spacing

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Colors

Use high Contrast

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Colors will look different depending on the device that you are on.

Color Blindness
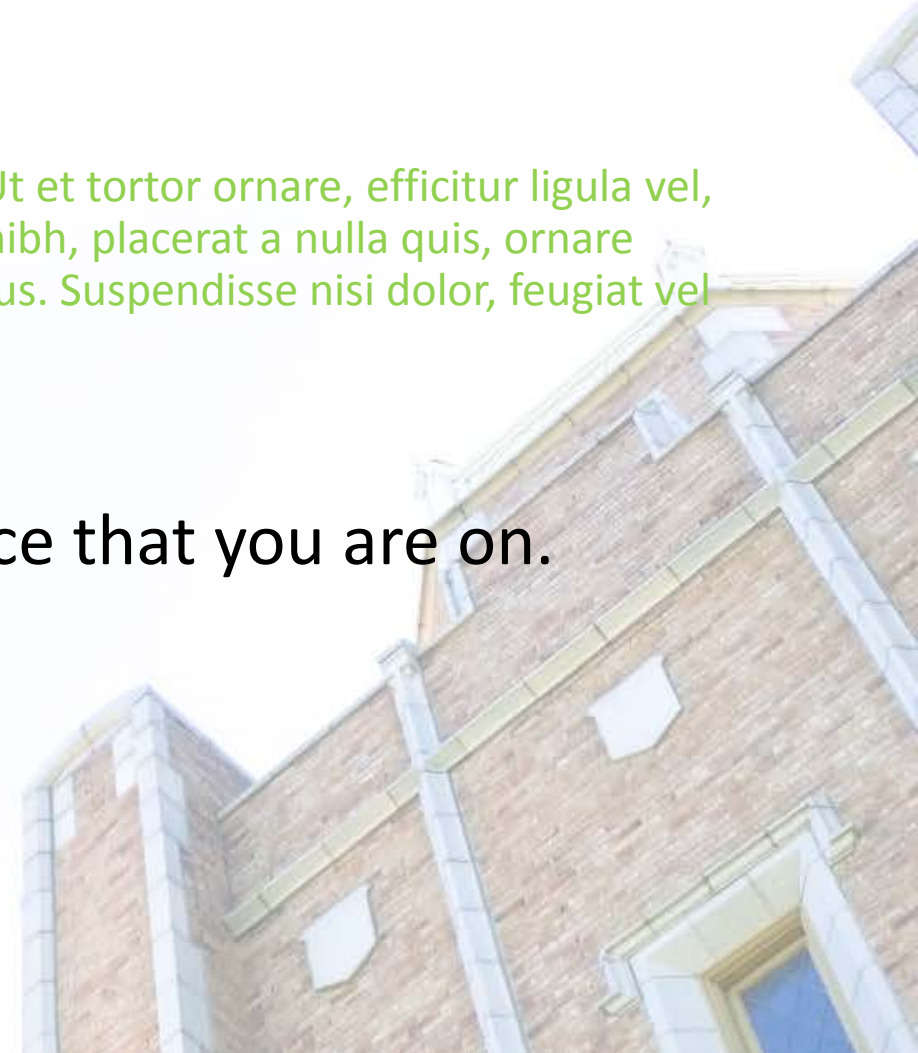
Alternate Text or ALT Text
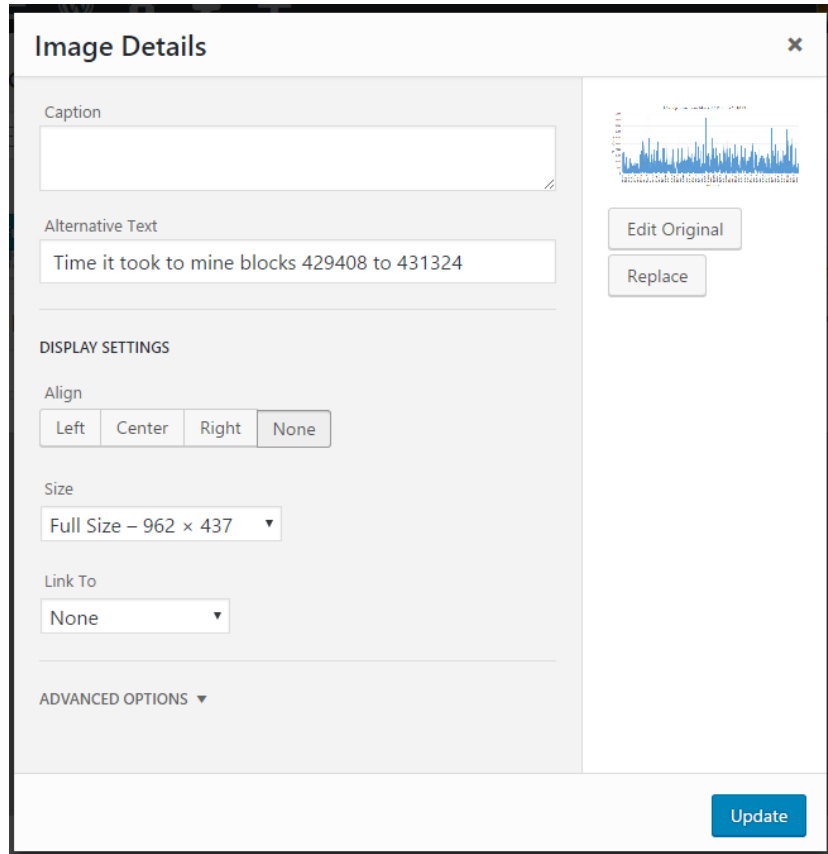
- ALT Text is used to describe the content of an image to a blind or low vision user or to a machine.

- If there are words in the images, put those words in the ALT tag

Use Headings

- Do not just *increase font size and make it bold*

- Use the preexisting styles that come with your template/theme

- Will help usability, accessibility and search engine optimization

- In WordPress use *## Section Name* and hit [return] to create a heading 2 (### for heading 3, and #### for heading 4)
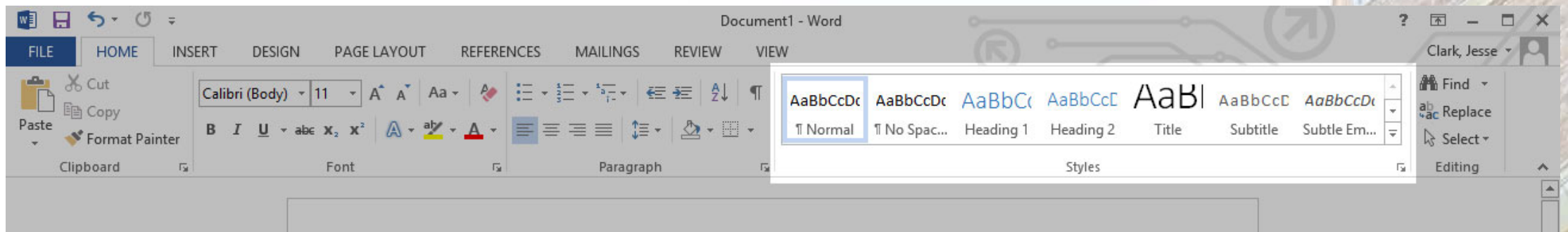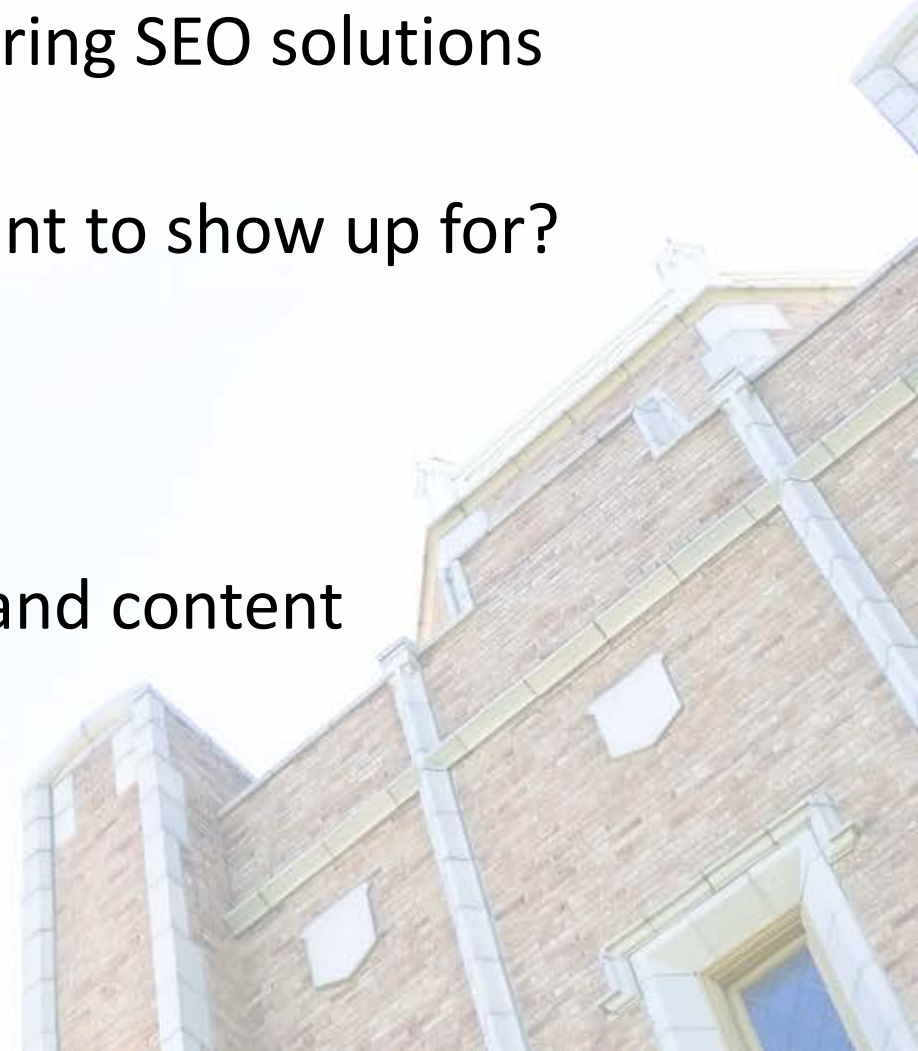
Market yourself

If you build it, they will not come

Search Engine Optimization

- You will get a lot of spam from companies offering SEO solutions

- Besides your name, what search terms you want to show up for?

- Use your city and state

- Use those terms in your headings, page titles and content

Social Media

- Facebook – Setup a Facebook Page. Don't use your personal profile.
  - Check your privacy policy.

- Tumblr, Twitter, Instagram, SnapChat – Everyday updates to your population
  - Link your social media accounts to your website.

- Behanced, SoundCloud, YouTube, 500px – Specialized social networks for specific content.

- Once it has been published to the internet, it cannot be removed.

- Do not post your current physical location to strangers
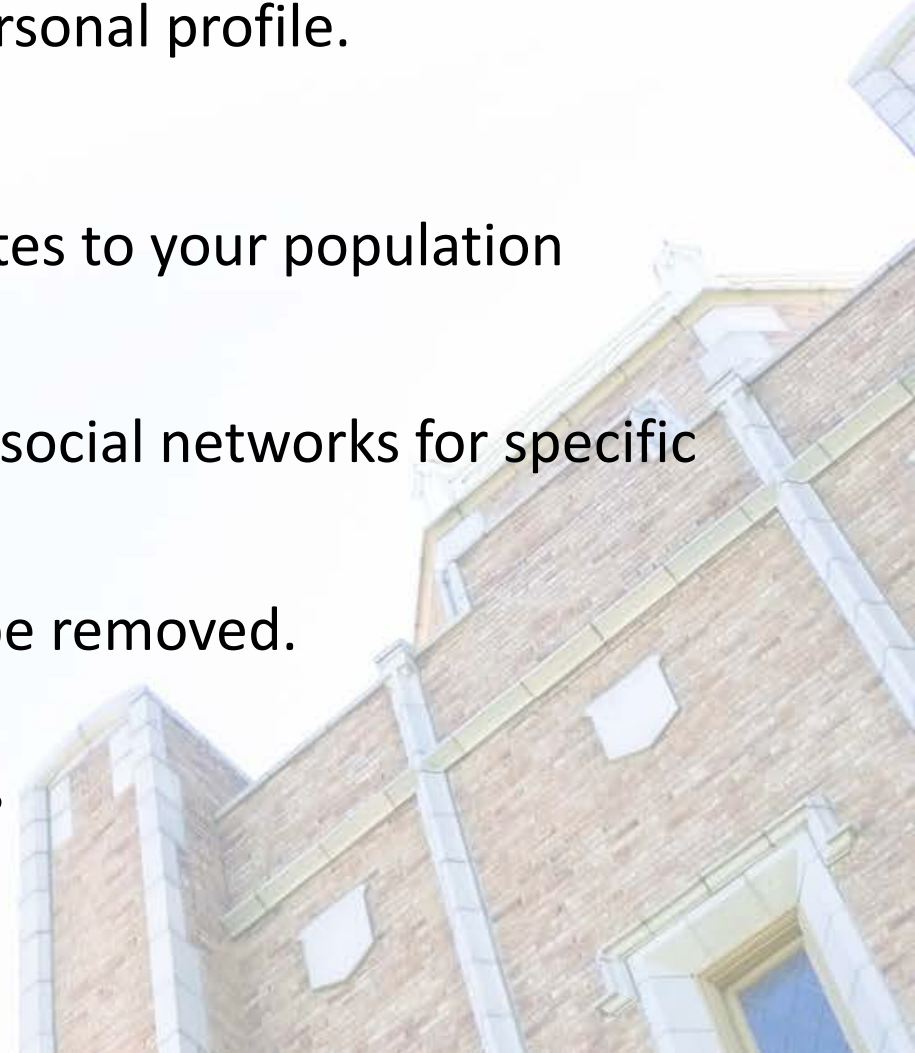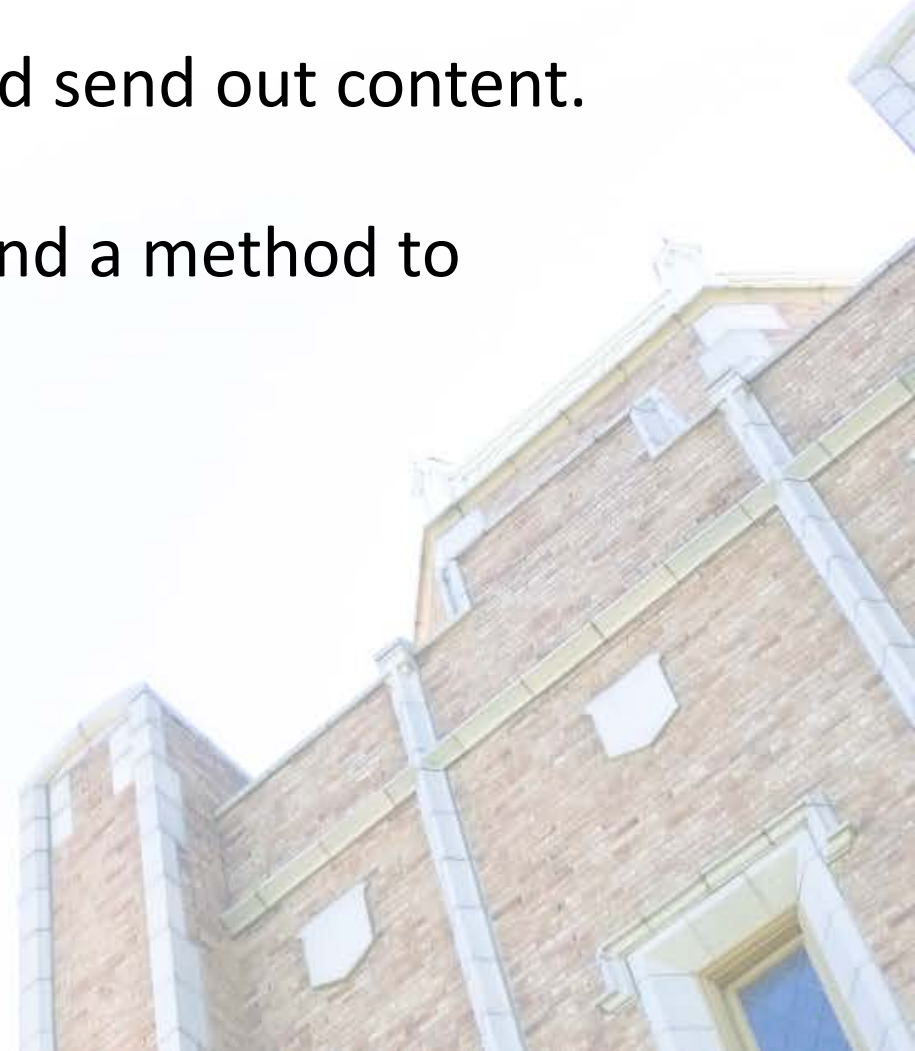
Who Owns the Content?

- When you post content to Social Media, you give them the right to use that content without your consent for advertising.
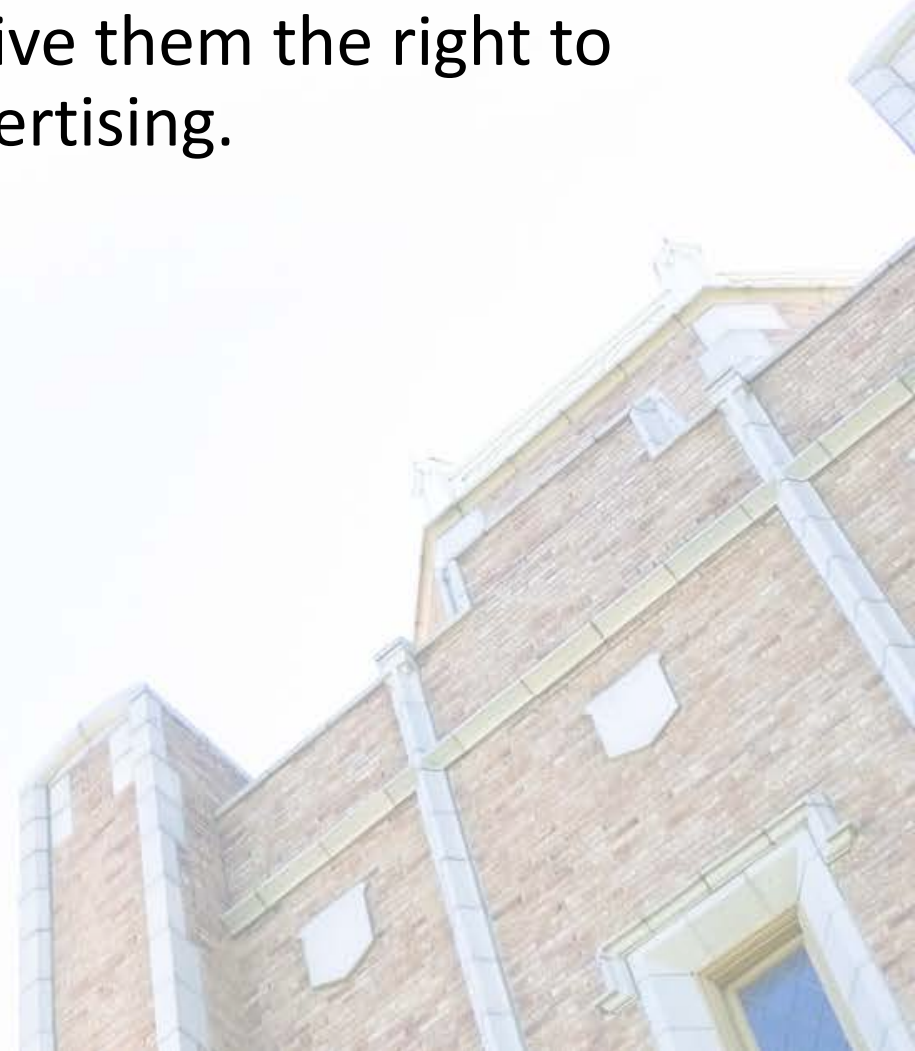
Email Lists

- Use a company to collect email addresses and send out content.

- By law you must include a physical address and a method to unsubscribe.

- **NEVER** use BCC to send mass emails

- MailChimp.com
- ConstantContact.com

Protect Your Online Identity

- Google yourself and google your keywords.

- If you find someone out there impersonating you or someone with the same name damaging you use a Online Reputation Management company.

- Add links between your social media networks and your website.
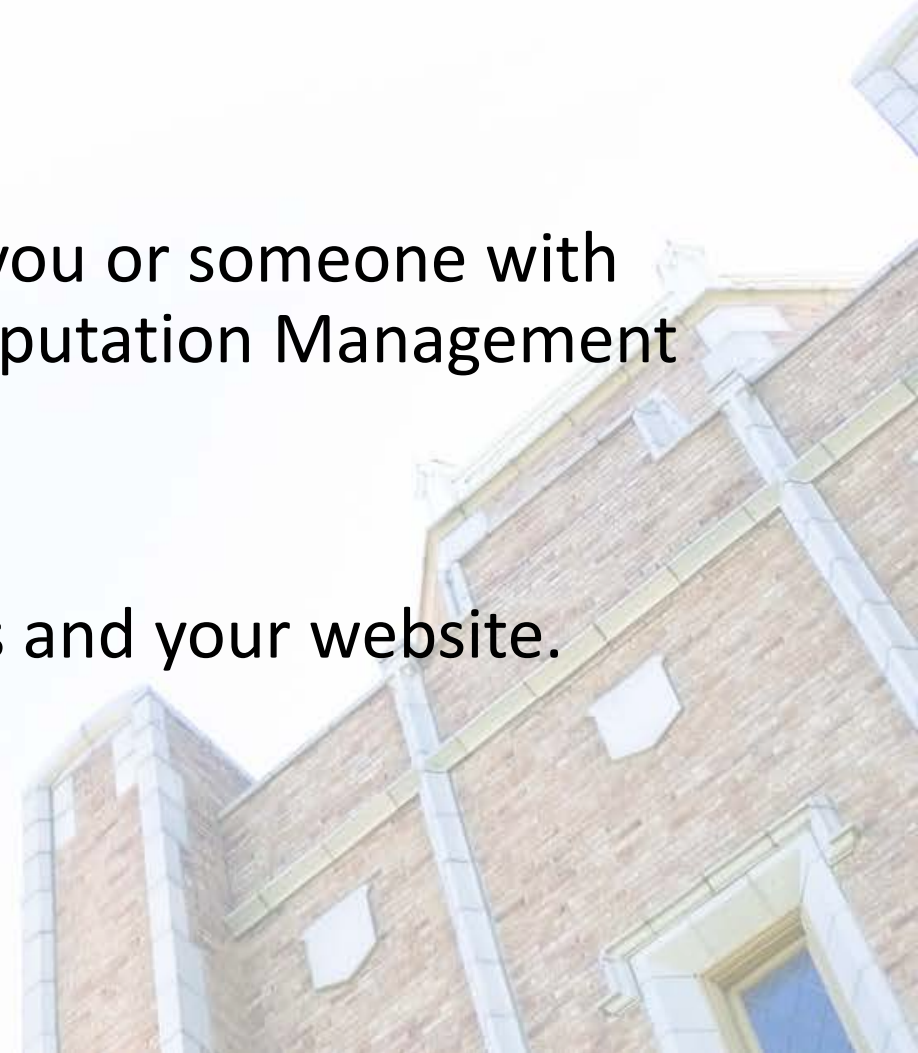
Questions?

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