

Creating Websites without Code

Jesse Clark
Manager of Web Communications
University of Northern Colorado



Hello

- Jesse Clark, Webmaster and Manager of Web Communications
- BM in Music Performance from the University of Northern Colorado, 2006
- MSc in Digital Currency from the University of Nicosia, Cyprus, 2018



Learning Code – HTML and CSS

Free

- [CodeAcademy.com](https://www.codecademy.com)
- [KhanAcademy.org](https://www.khanacademy.org)
- [Tutsplus.com](https://www.tutsplus.com)

Paid

- [Lynda.com](https://www.lynda.com) (part of LinkedIn)
- [Coursera.com](https://www.coursera.com)
- [Udemy.com](https://www.udemy.com) (always has sales)



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 professional or personal brand?



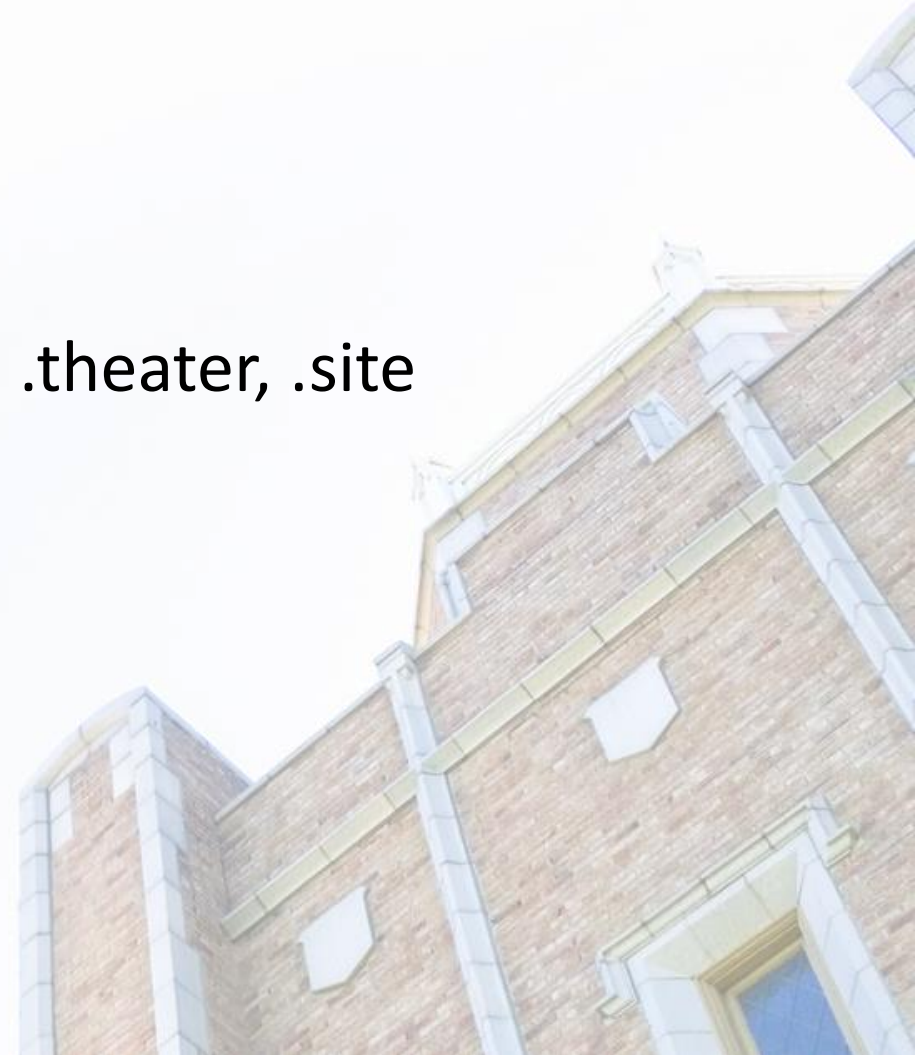
Domain Names

<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
- Try not use specialized extensions: i.e.: .photo, .theater, .site
- Website to help pick a domain name:
 - <http://LeanDomainSearch.com>



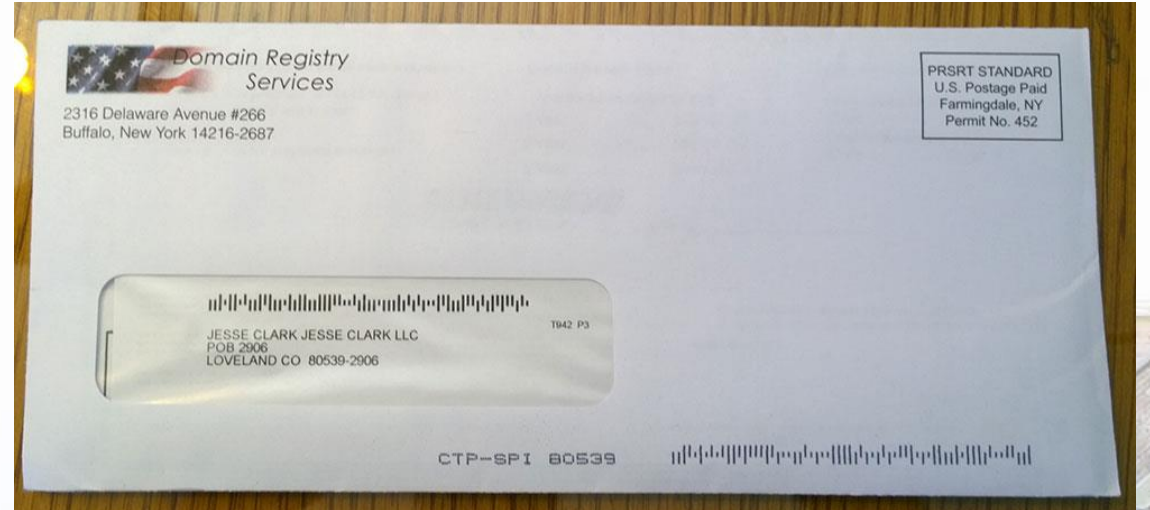
Register Your Domain Name

	Comments
Domain.com	
GoDaddy.com	They will try to upsell you everything.
Namecheap.com	

- Will run around \$10-\$15 per year
- Check the 'Renewal Price' after the first year as it could be different.
- Consider adding 'Domain Privacy' to hide your contact information

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.

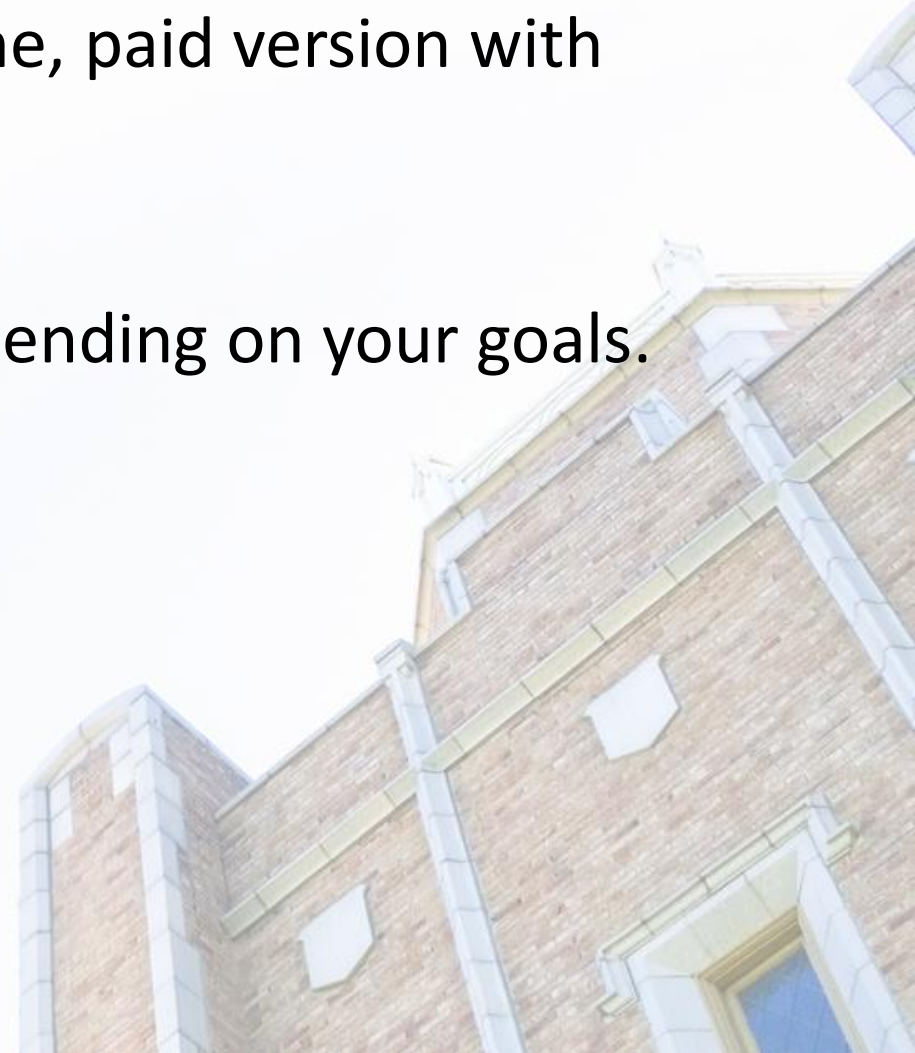
Personal Landing Page

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.
- LinkedIn – May or may not be appropriate depending on your goals.
- Medium.com - a writing/blogging platform



Pay a Company to do Everything

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



Paid Companies

- Wix.com
- SquareSpace.com
- WordPress.com
- “Website Builders”
 - Domain.com
 - Godaddy.com
 - sites.envato.com



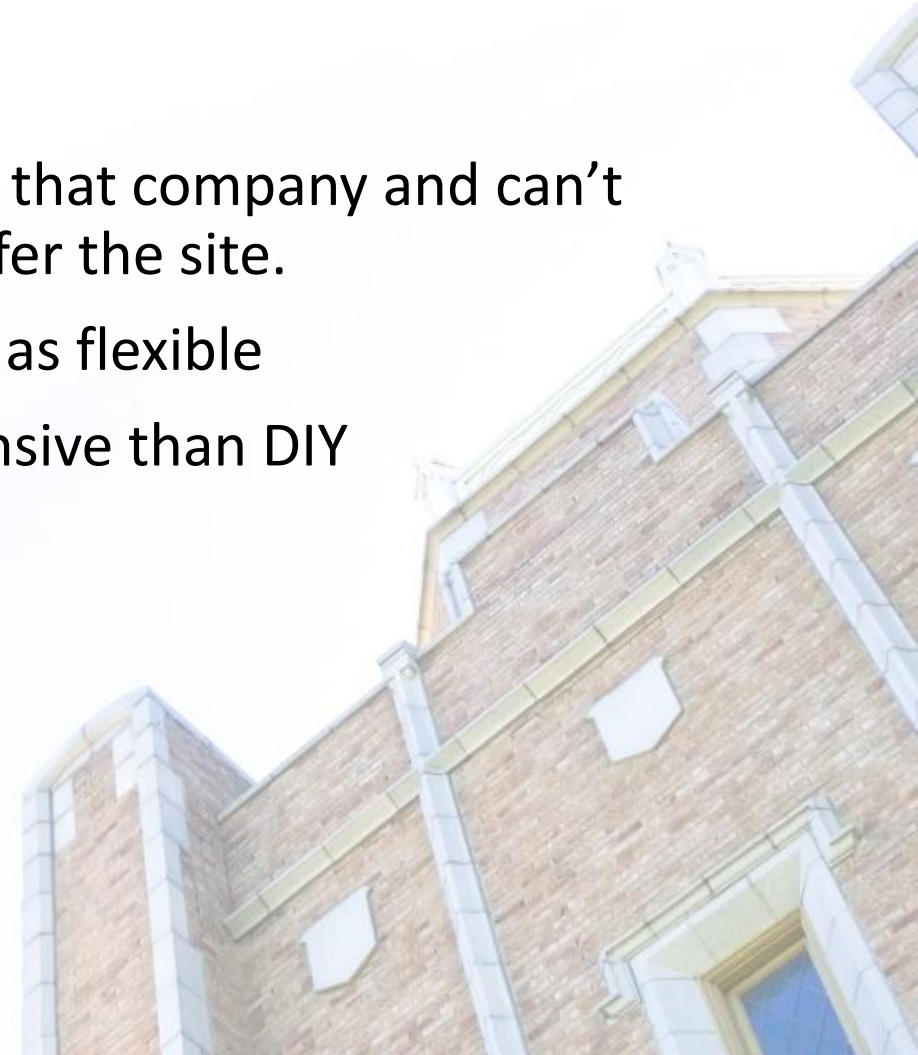
Paid Companies

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
- More expensive than DIY



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		More of a writing platform

Build a site yourself

After a small learning curve and some trial and error you will have more flexibility in the design and better control of the site.



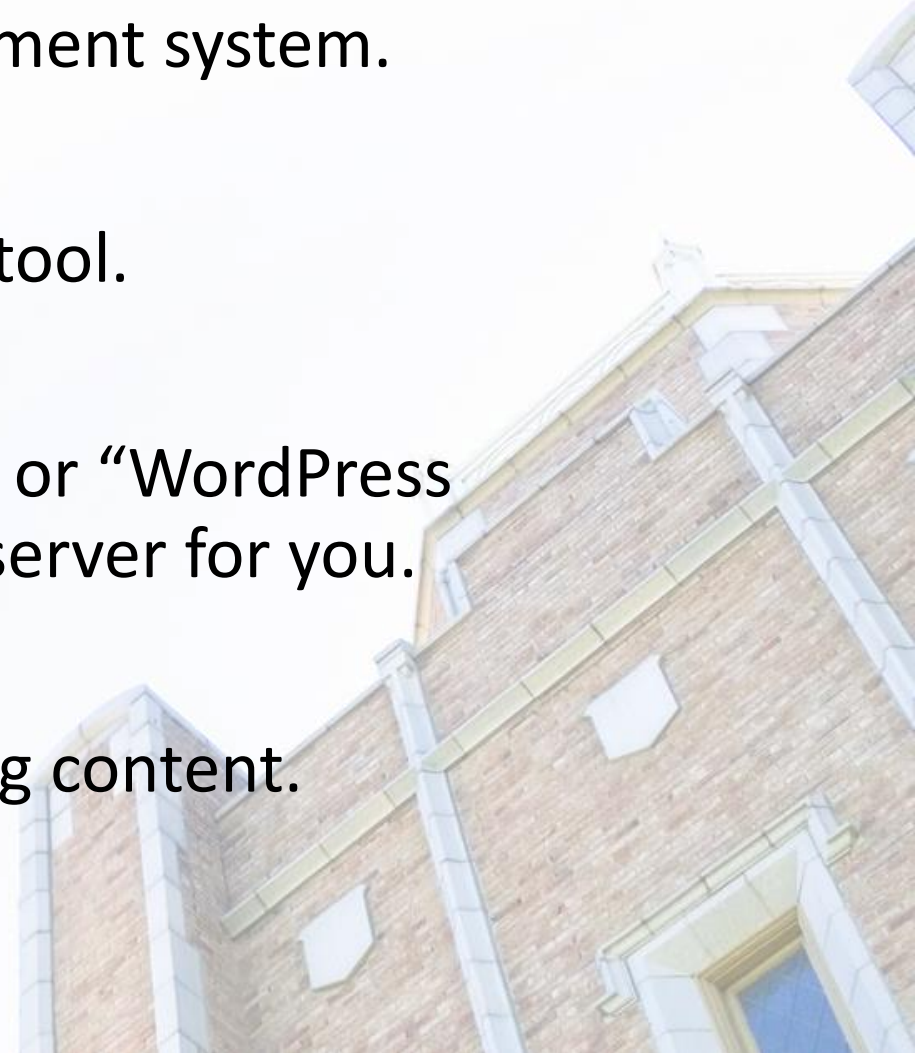
Purchase Web Hosting

- When someone types in your domain name, where do they go?
- Hosting can be purchased/bundled with your domain name
- Email address' (or forwarding) is sometimes included

Company	Notes
Domain.com	Look for coupon codes
GoDaddy.com	Look for coupon codes. Will try to upsell you.
DigitalOcean.com	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 hosting providers 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

- One-Click Installs:

- GoDaddy: <https://www.godaddy.com/pro/one-click-installation/wordpress>
- Domain.com: <http://www.domain.com/hosting/wordpress>
- Digital Ocean: <https://www.digitalocean.com/community/tutorials/how-to-use-the-wordpress-one-click-install-on-digitalocean>

- Tutorials for manually installing:

- Official: [http://codex.wordpress.org/Installing WordPress](http://codex.wordpress.org/Installing_WordPress)
- <http://www.siteground.com/tutorials/wordpress/wordpress-installation.htm>

Install

- Basic Installation
- Username and password could be created by the one-click installer

Welcome

Welcome to the famous five-minute WordPress installation process! Just fill in the information below and you'll be on your way to using the most extendable and powerful personal publishing platform in the world.

Information needed


Please provide the following information. Don't worry, you can always change these settings later.

Site Title

Username

Usernames can have only alphanumeric characters, spaces, underscores, hyphens, periods, and the @ symbol.

Password

 Show

Important: You will need this password to log in. Please store it in a secure location.

Your Email

Double-check your email address before continuing.

Search Engine
Visibility

Discourage search engines from indexing this site
It is up to search engines to honor this request.

Install WordPress

Installation complete!

Login to the admin area by navigating to *yourdomain.com/wp-admin*

Success!

WordPress has been installed. Thank you, and enjoy!

Username jesse

Password *Your chosen password.*

Log In

Customize

- Go to [Settings]/[General]
- Set tagline, time zone, and date format

General Settings

Settings saved.

Site Title	<input type="text" value="Jesse Clark"/>
Tagline	<input type="text" value="Theater Professional in Northern Colorado."/> <i>In a few words, explain what this site is about.</i>
WordPress Address (URL)	<input type="text" value="http://gusclark.com"/>
Site Address (URL)	<input type="text" value="http://gusclark.com"/> <i>Enter the address here if you want your site home page to be different from your WordPress install</i>
Email Address	<input type="text" value="contact@jessclark.com"/> <i>This address is used for admin purposes. If you change this we will send you an email at your new address when confirmed.</i>
Membership	<input type="checkbox"/> Anyone can register
New User Default Role	<input type="text" value="Subscriber"/>
Site Language	<input type="text" value="English (United States)"/>
Timezone	<input type="text" value="Denver"/> <i>Choose either a city in the same timezone as you or a UTC timezone offset.</i>

Universal time (UTC) is 2018-10-08 16:08:05 . Local time is 2018-10-08 10:08:05 .

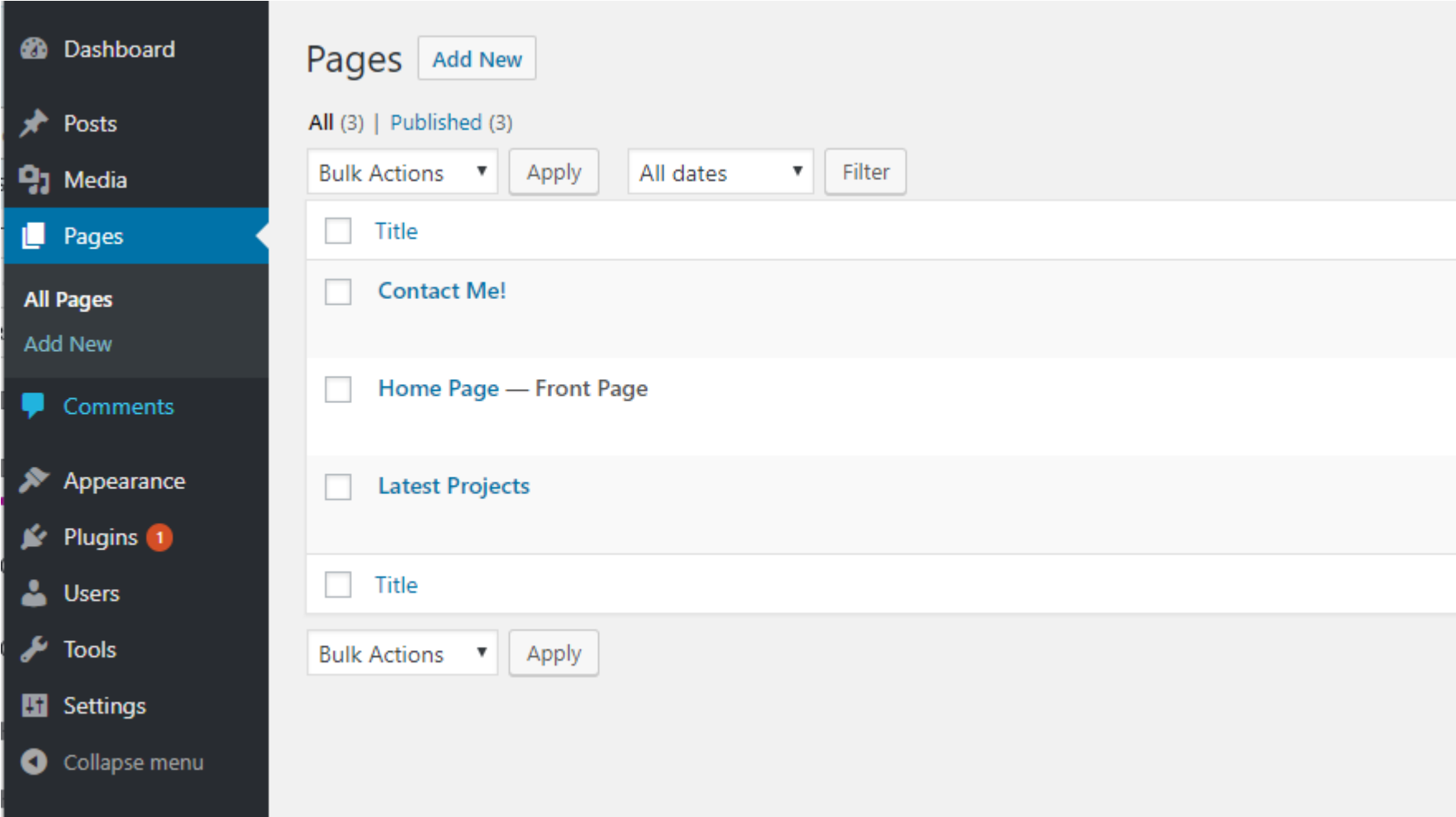
Customize URLs

- URLs should be friendly to read for search engine optimization (SEO)
- [Settings] / [Permalinks] to change URL structure to:

Post name

```
http://gusclark.com/sample-post/
```

Add Content:



The screenshot displays the WordPress admin dashboard with the 'Pages' menu item selected. The main content area shows a list of pages with checkboxes for selection and bulk action controls. The 'Add New' button is visible at the top right of the page list.

Pages [Add New](#)

All (3) | [Published \(3\)](#)

Bulk Actions All dates

<input type="checkbox"/>	Title
<input type="checkbox"/>	Contact Me!
<input type="checkbox"/>	Home Page — Front Page
<input type="checkbox"/>	Latest Projects
<input type="checkbox"/>	Title

Bulk Actions

Set your homepage

- Go to [Settings]/[Reading] and set “A static page” as “Your homepage displays”.

Reading Settings

Your homepage displays

Your latest posts

A [static page](#) (select below)

Homepage:

Posts page:

Blog pages show at most posts

Syndication feeds show the most recent items

For each article in a feed, show

Full text

Summary

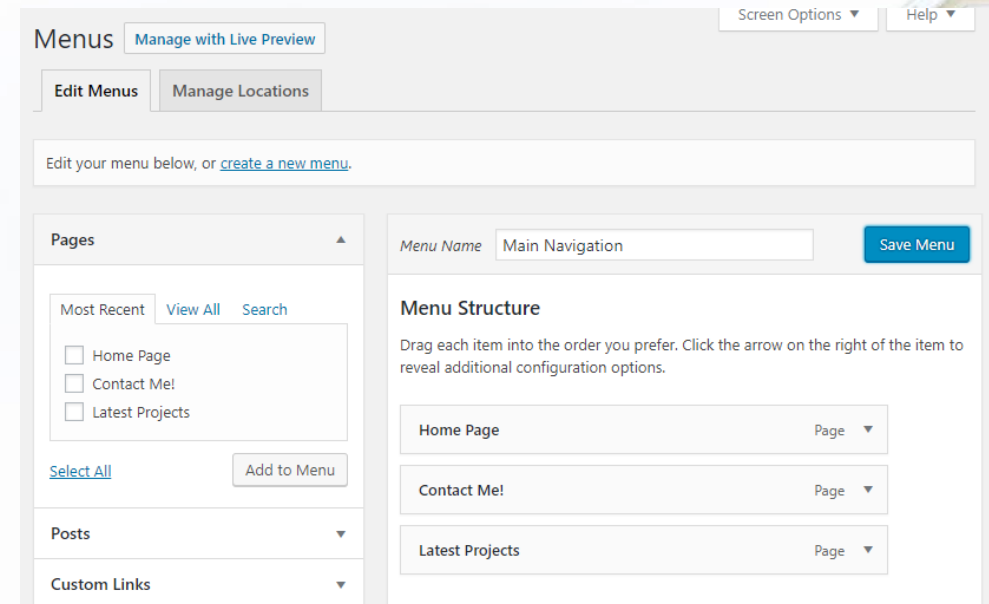
Search Engine Visibility Discourage search engines from indexing this site

It is up to search engines to honor this request.

[Save Changes](#)

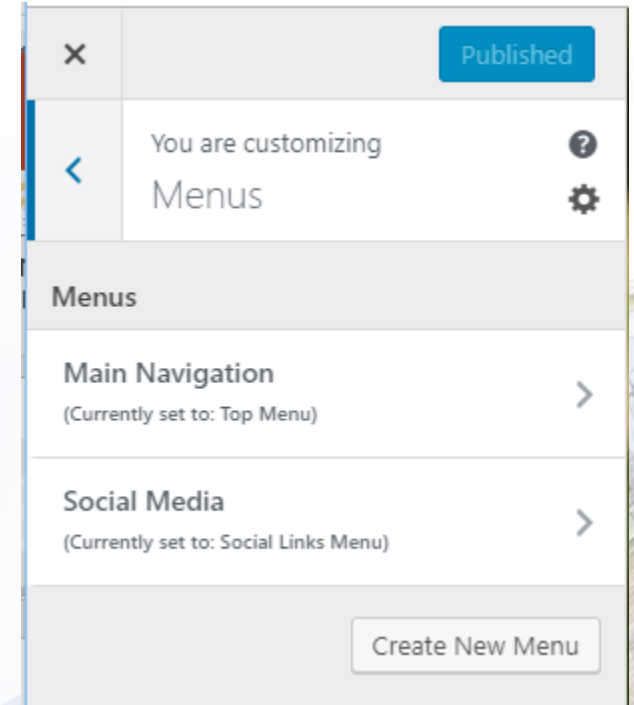
Build out the Navigation

- Go to: [Appearance]/[Menus]
- First Menu:
 - [Menus] [+ Add a Menu] – Name is ‘Main Navigation’
 - [+ Add items] – Add items to the menu
 - Menu Locations, check “primary menu”
 - Click Save
- Social Menu:
 - Create a second menu called ‘Social’
 - Use the “Custom Links” option to add social media links.



Set the Navigation

- Go to [Appearance]/[Customize]
- Under 'Menus':
 - Main Navigation - Change the Top Menu to 'Main Navigation'
 - Social Media - Under 'Social Media' to 'Social'
- When you are done, click [Save & Publish]



Change out the header image

- Go to [Appearance] / [Customize] and then click on “Header Media”
- Upload a file from you computer and add an ALT tag
- Click [Select and Crop] to crop the image



Install a WordPress Theme

- WordPress' default theme is nice and can be customized but it can look like a lot of other WordPress sites.
- Themes will help skin your site.
- Look for a theme that looks good on your mobile device.

Free Themes

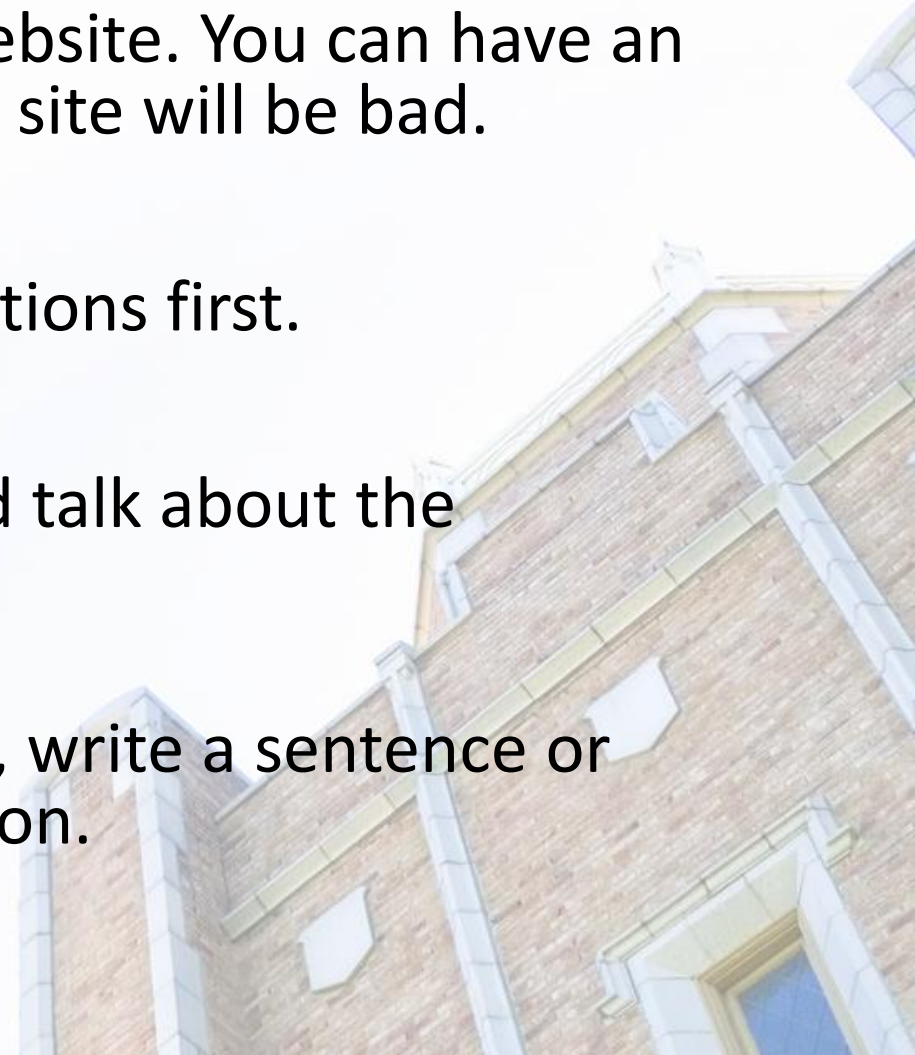
- Start with the free ones offered by WordPress.com
- Do a google search for "free WordPress templates"
- These may be buggy or have errors. Test them out.
- Others will have used these templates before.
- Might have some ones credits on the bottom.

Paid Themes

- <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

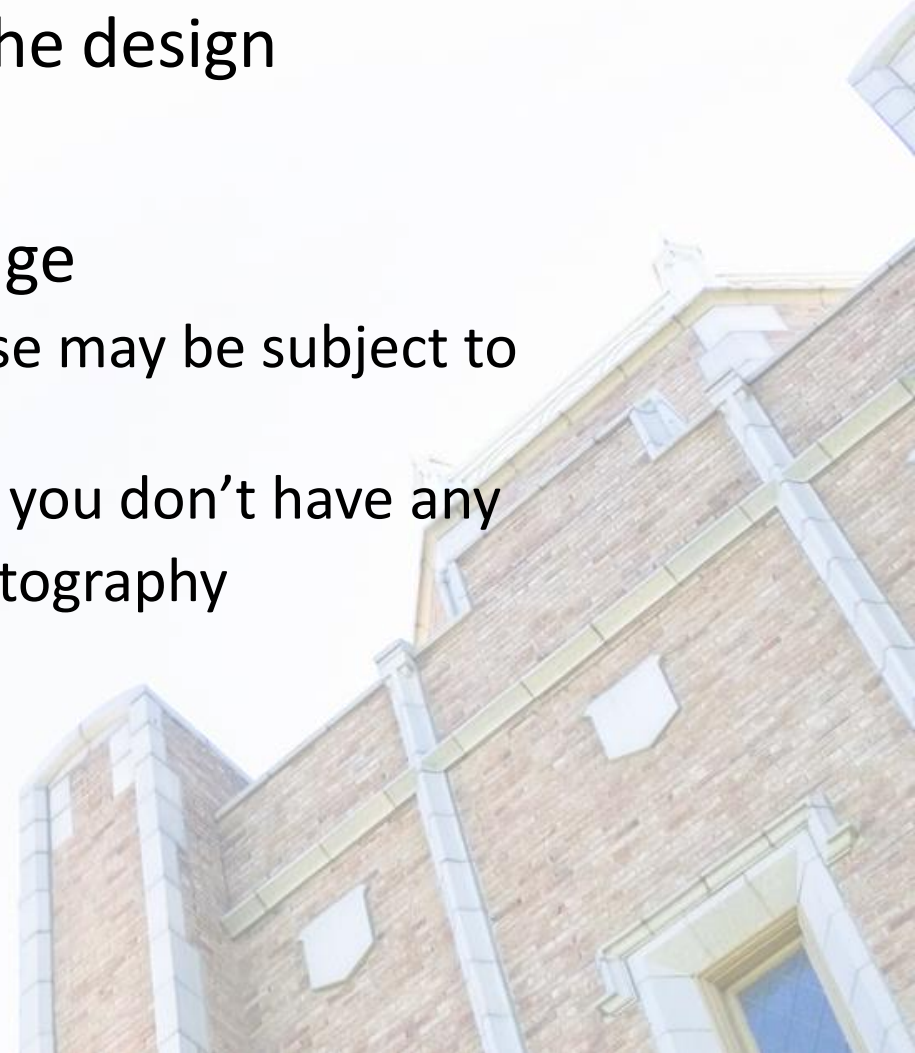
Write the Content

- 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.
- If you worked as a team, mention your part and talk about the collaboration.
- Even if you don't plan to create a website now, write a sentence or two about each project that you have worked on.



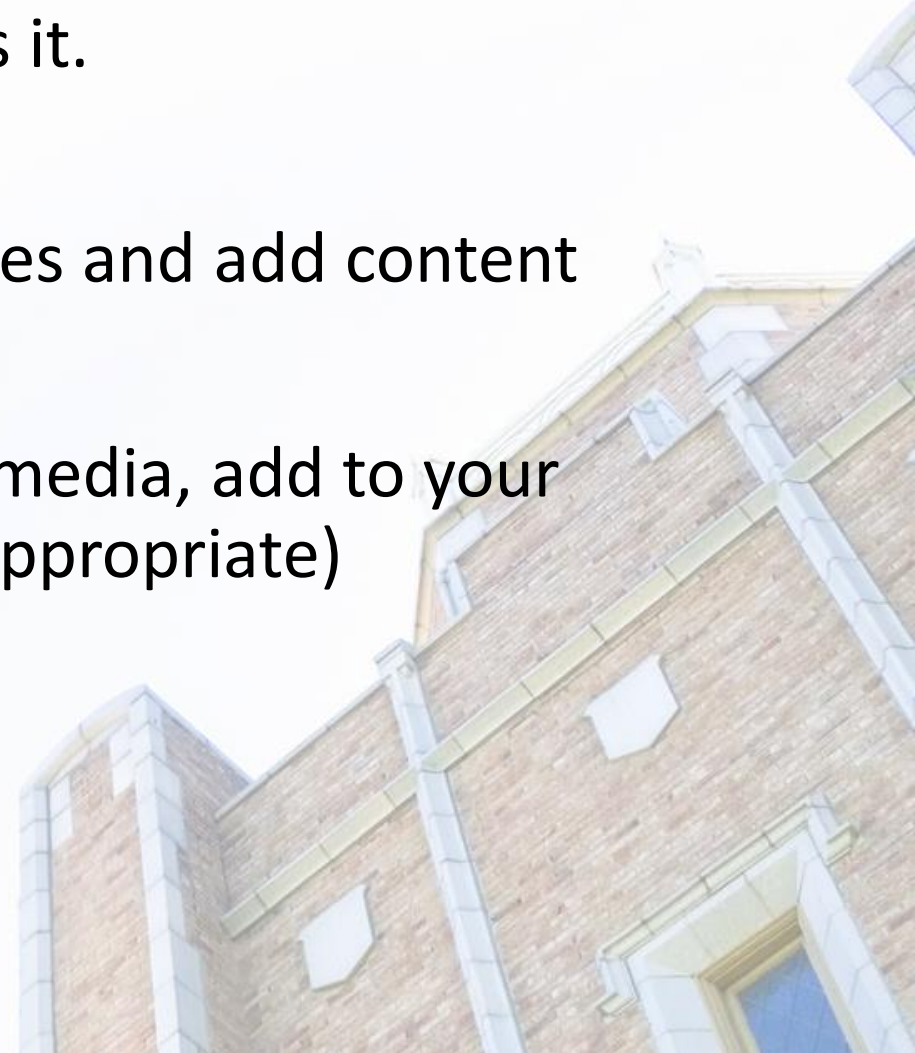
Images

- 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.
 - Do a search for “Royalty free images” for images if you don’t have any
 - <https://unsplash.com> has a ton of royalty free photography
- Use abstract images if nothing suits



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 & Accessibility

Don't make the users think.

How do disabled users access your site?



San-Serif vs Serif Fonts

San-Serif

- Use for body copy:

Alice was beginning to get very tired of sitting by her sister on the bank, and of having nothing to do: once or twice she had peeped into the book her sister was reading, but it had no pictures or conversations in it, 'and what is the use of a book,' thought Alice 'without pictures or conversations?'

Serif

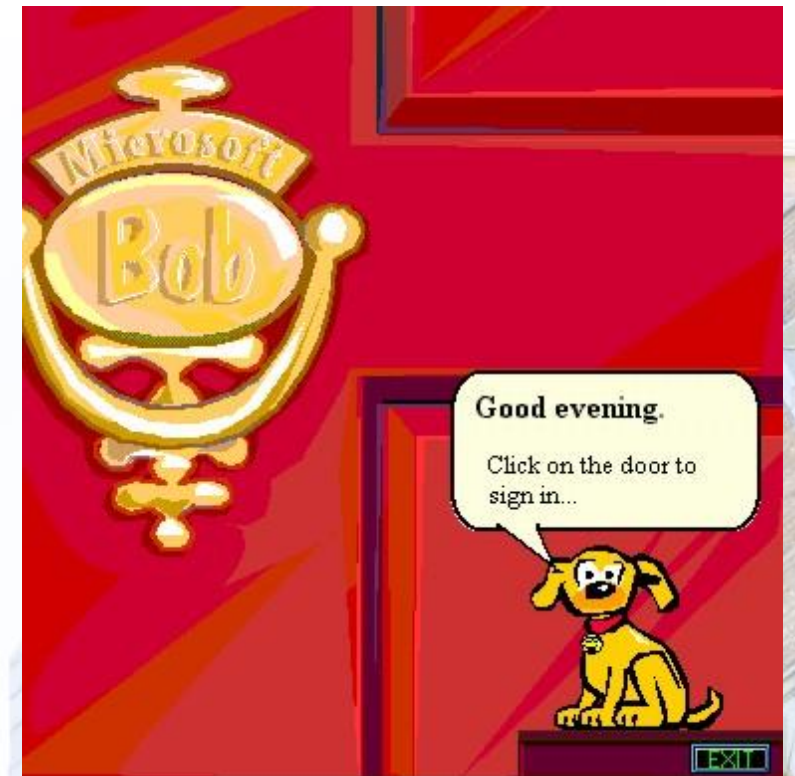
- Use for Headings:

Alice was beginning to get very tired of sitting by her sister on the bank, and of having nothing to do: once or twice she had peeped into the book her sister was reading, but it had no pictures or conversations in it, 'and what is the use of a book,' thought Alice 'without pictures or conversations?'

Warning:
Rant about Typography (fonts)

Comic Sans

Comic Sans was a fine font when it was designed, however, it has been overused and does not convey the professionalism of your professional and personal brand.



Papyrus



SNL Skit with Ryan Gosling about Avatar and Papyrus:
<https://www.youtube.com/watch?v=jVhIJJopOQ>

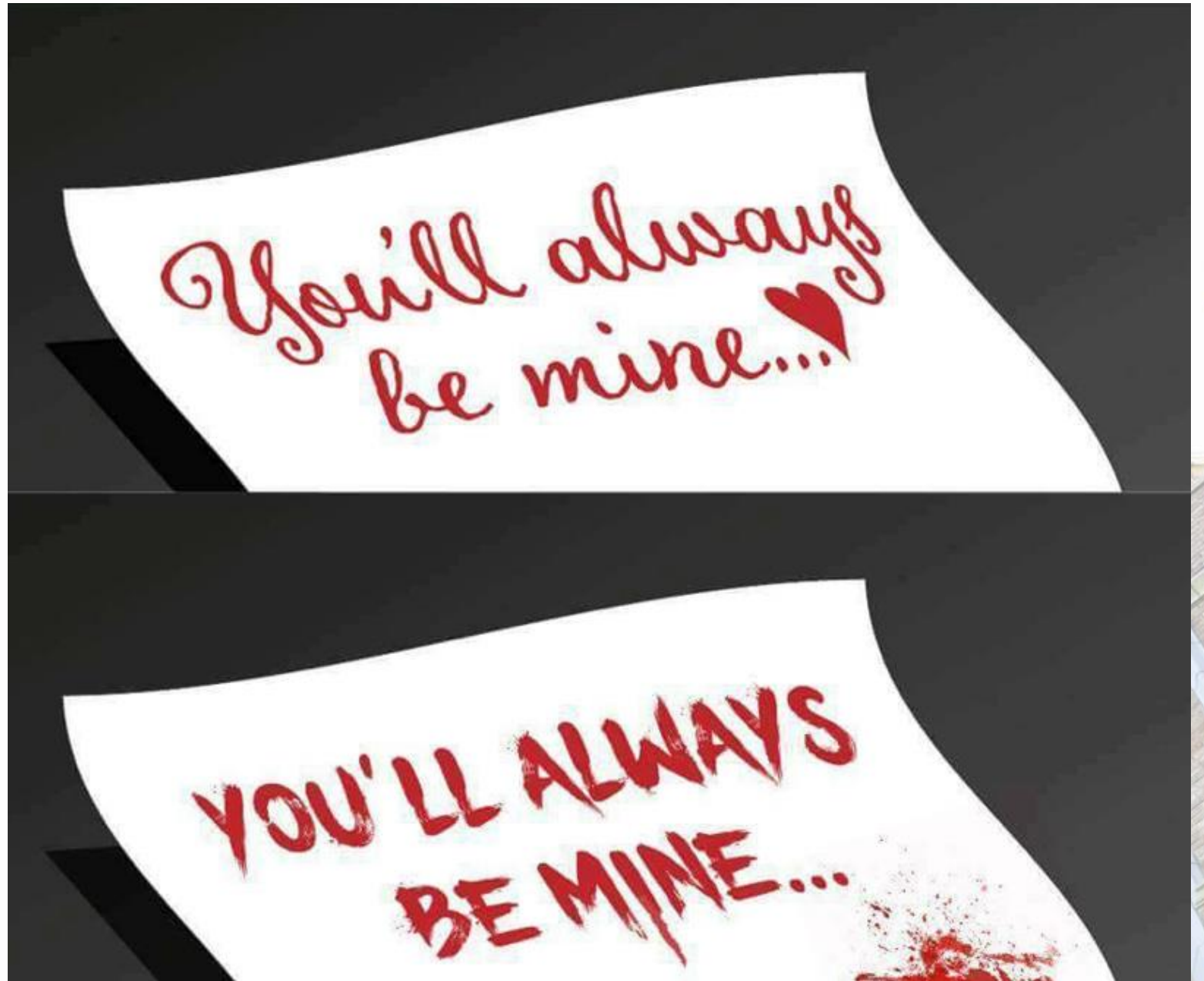


THE GREELEY FONT

- **THE GREELEY FONT WAS DESIGNED FOR UNC FOR HEADINGS.**
- **SHOULD NEVER BE USED AS BODY COPY AS IT IS DIFFICULT TO READ.**



Fonts Matter

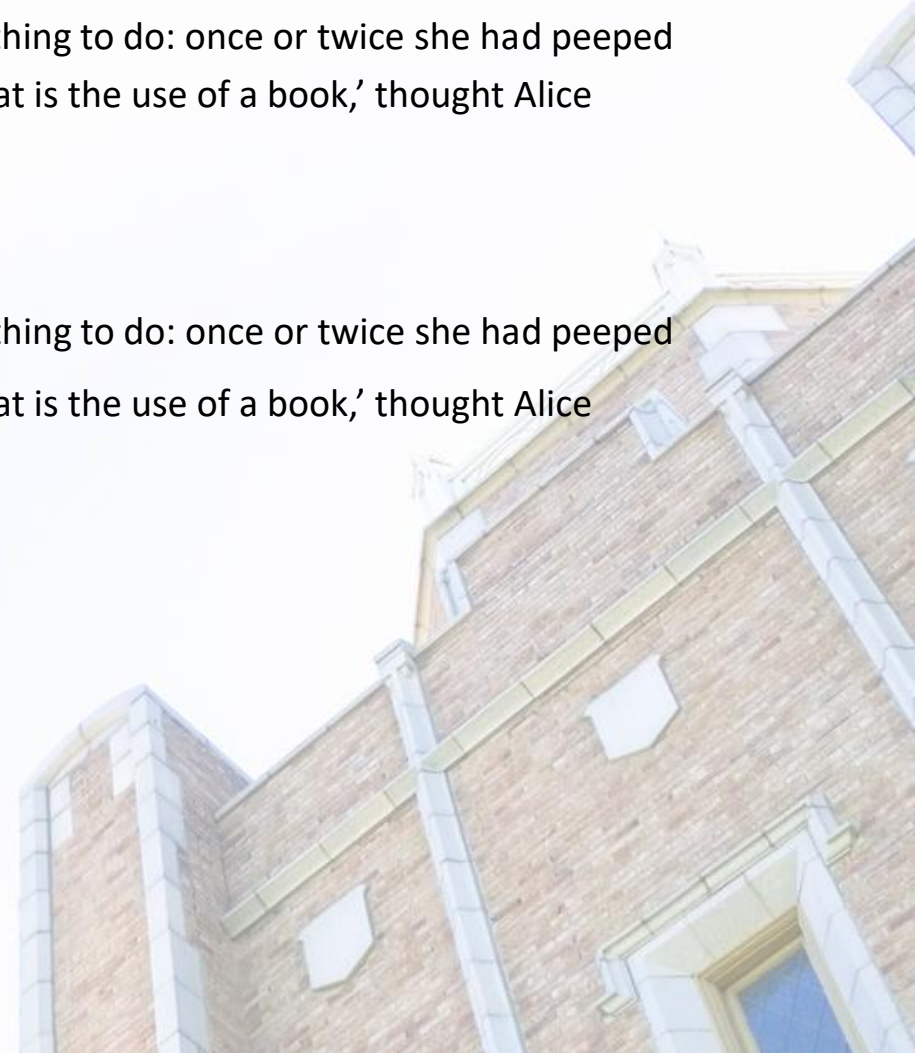


Font Styles – Line Spacing

Alice was beginning to get very tired of sitting by her sister on the bank, and of having nothing to do: once or twice she had peeped into the book her sister was reading, but it had no pictures or conversations in it, ‘and what is the use of a book,’ thought Alice ‘without pictures or conversations?’

Alice was beginning to get very tired of sitting by her sister on the bank, and of having nothing to do: once or twice she had peeped into the book her sister was reading, but it had no pictures or conversations in it, ‘and what is the use of a book,’ thought Alice ‘without pictures or conversations?’

Alice was beginning to get very tired of sitting by her sister on the bank, and of having nothing to do: once or twice she had peeped into the book her sister was reading, but it had no pictures or conversations in it, ‘and what is the use of a book,’ thought Alice ‘without pictures or conversations?’



Colors

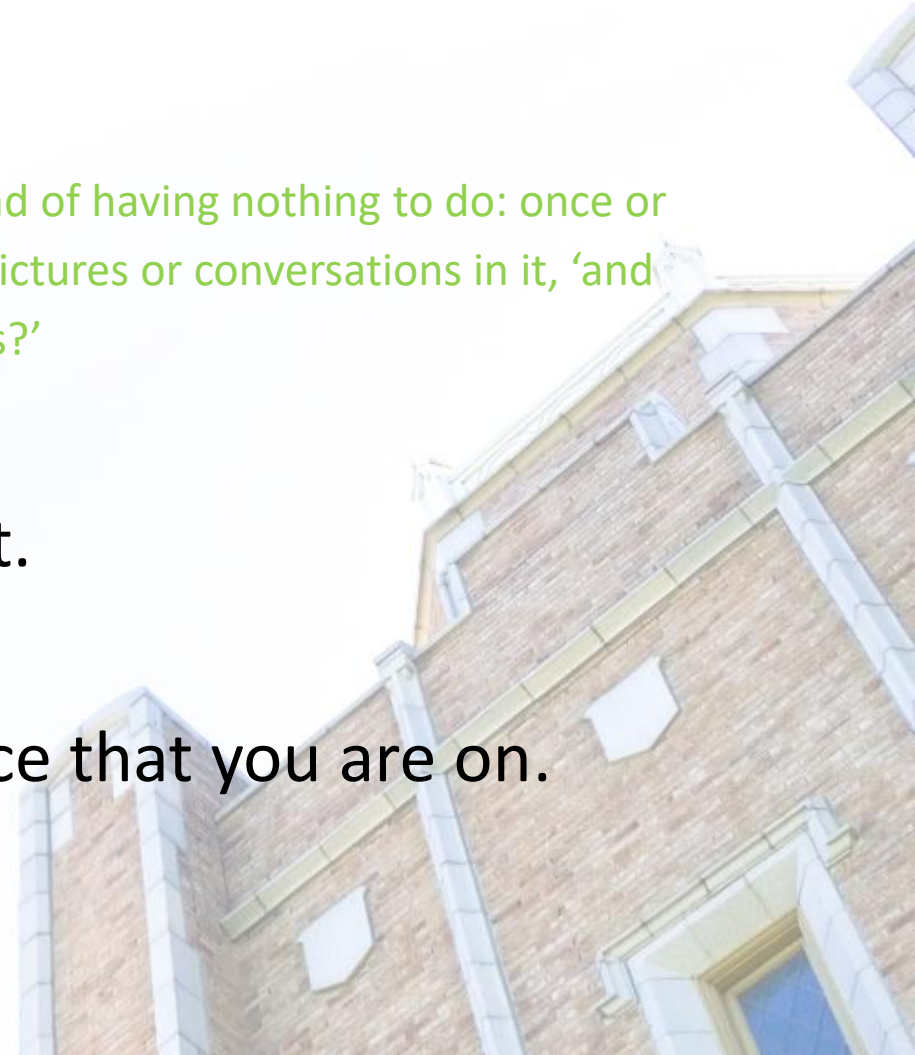
Use high Contrast

Alice was beginning to get very tired of sitting by her sister on the bank, and of having nothing to do: once or twice she had peeped into the book her sister was reading, but it had no pictures or conversations in it, 'and what is the use of a book,' thought Alice 'without pictures or conversations?'

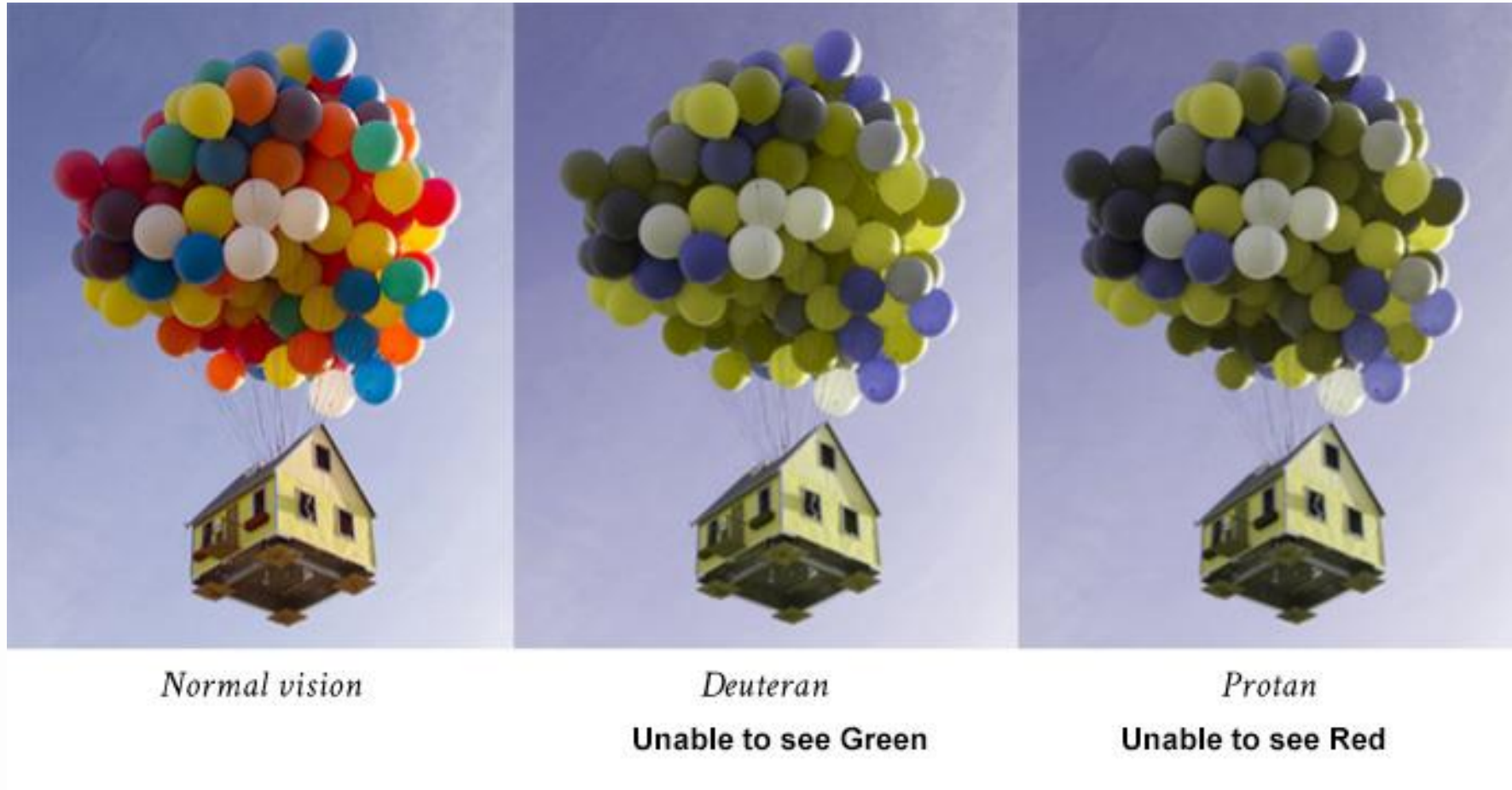
Green and Gold are the worst colors for contrast.

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

Color Blindness



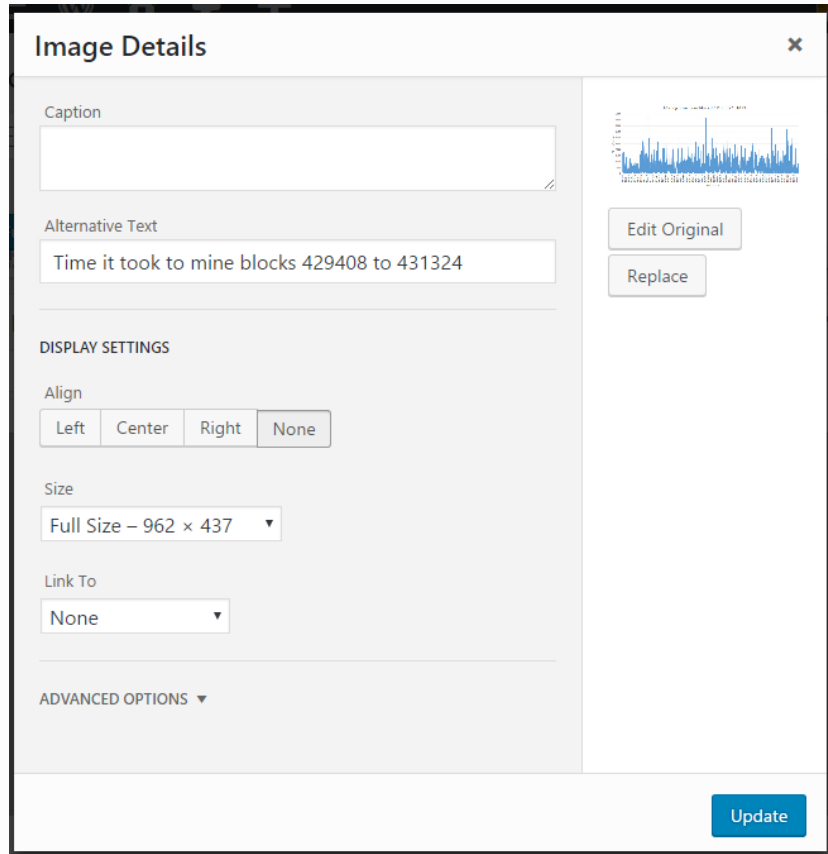
Color Blindness Example



A quick intro to color blindness:

<http://www.wearecolorblind.com/article/a-quick-introduction-to-color-blindness>

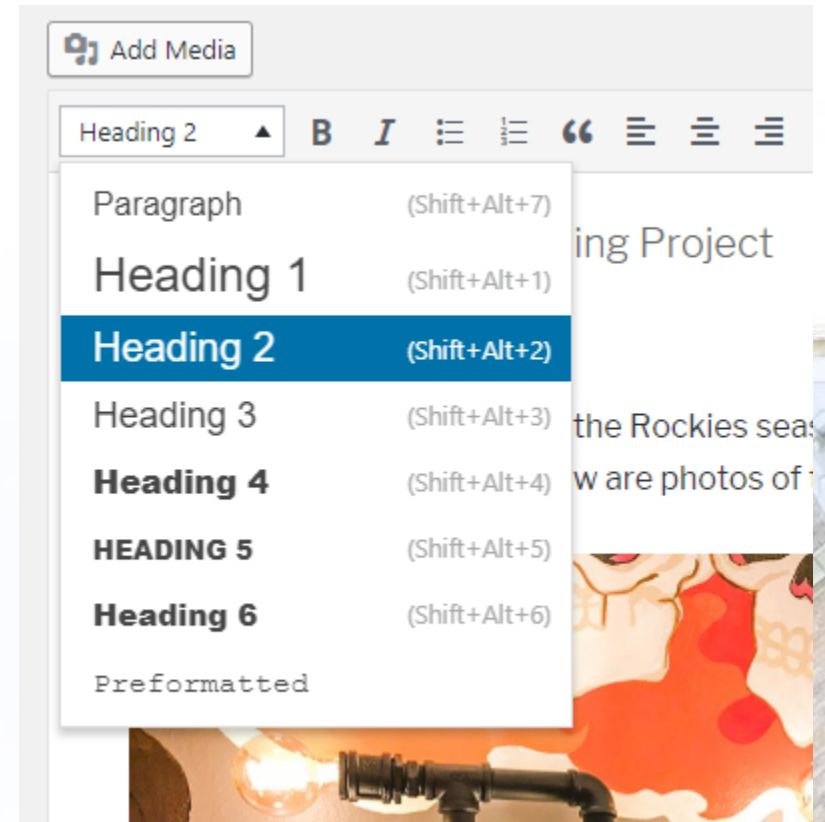
Alternate Text or ALT Text



- 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
- Don't put text in images as headings

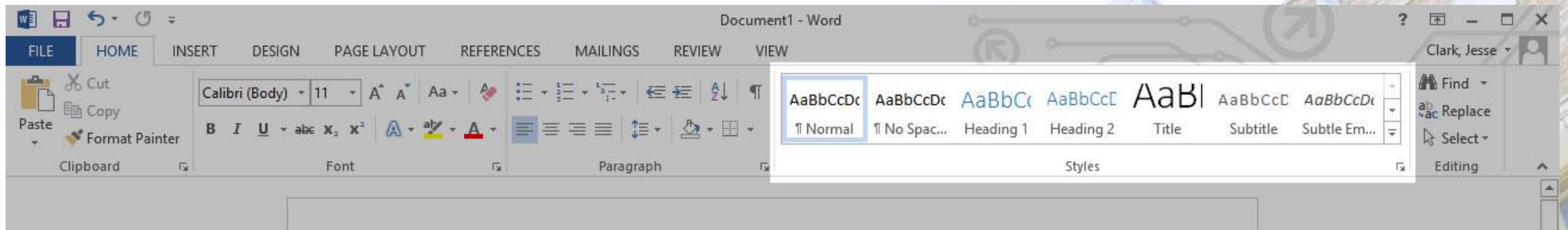
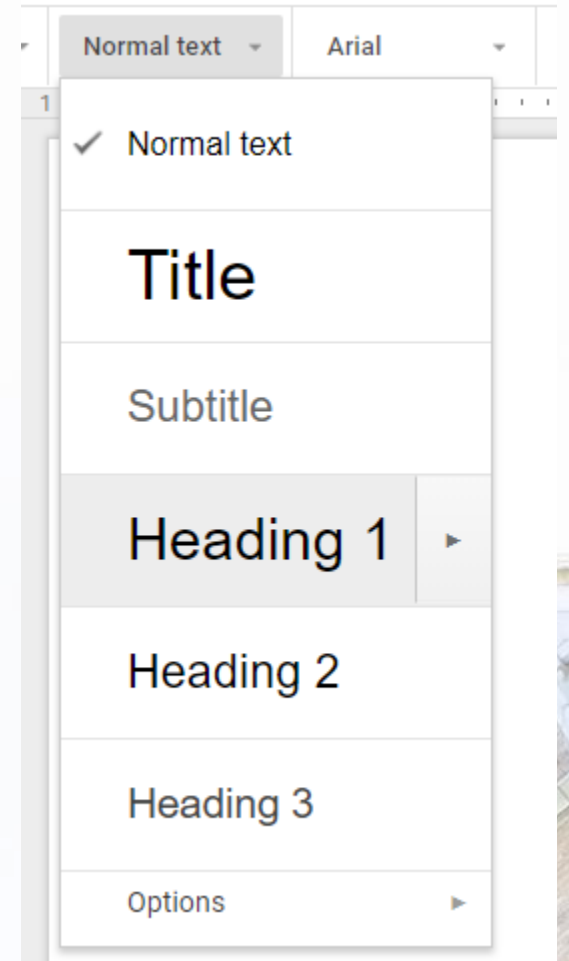
Use Headings

- Do not increase font size and make it bold as a heading
- Use the preexisting styles that come with your template/theme
- Will help usability, accessibility and search engine optimization



Headings in Word and Google Docs

- These styles can be customized by right clicking on them and changing the color, font, size, etc.
- Word/Google Docs keeps track of your styles so they are consistent.
- When converted to PDF, it helps disabled users understand your content.



Market yourself

If you build it, they will not come



Submit your content to Search Engines

- <https://www.google.com/webmaster>
- <https://www.bing.com/webmaster/>
- In WordPress, go to [Settings]/[Reading] and unclick “Discourage search engines from indexing this site”

Search Engine Visibility

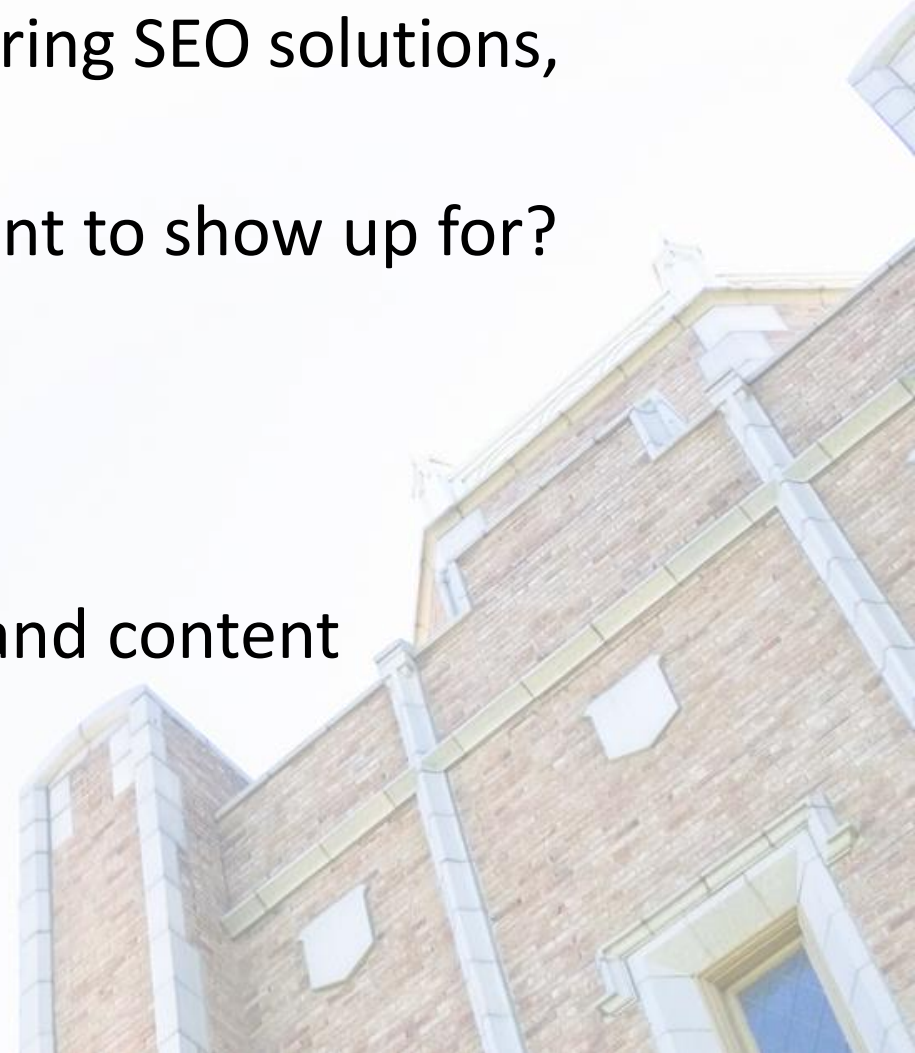
Discourage search engines from indexing this site

It is up to search engines to honor this request.



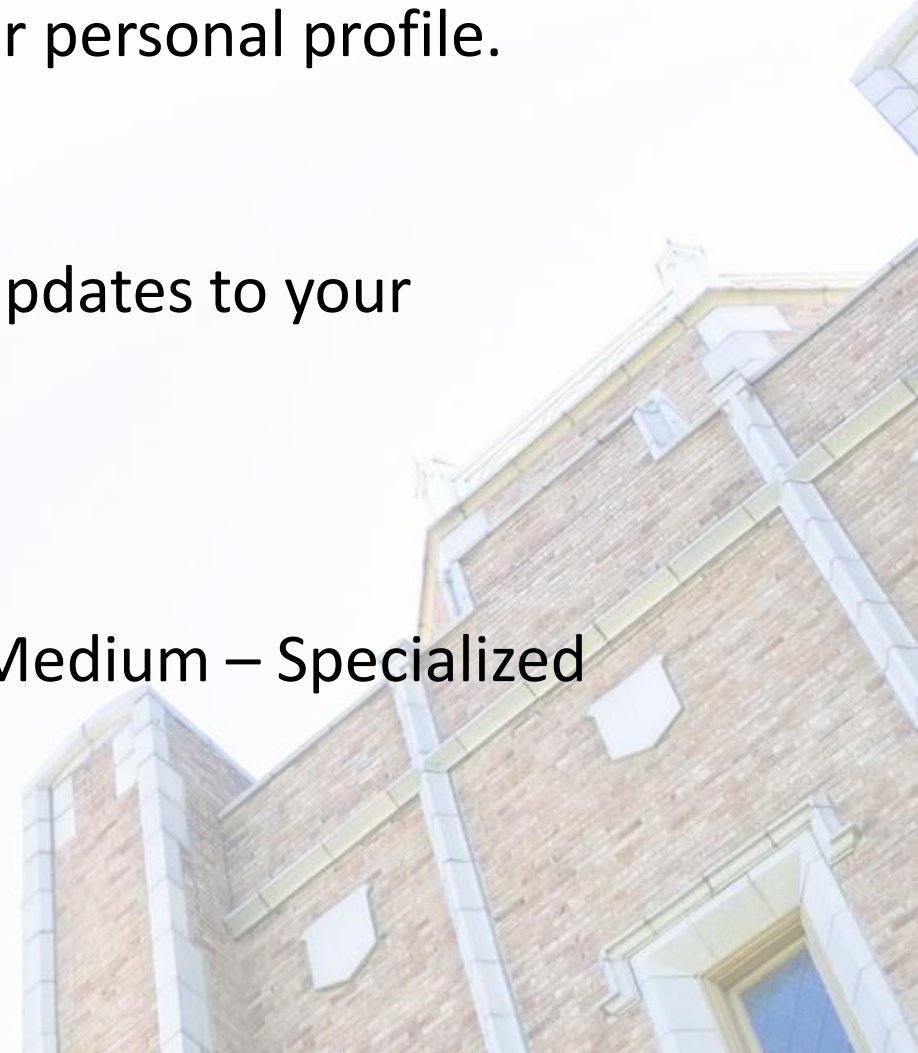
Search Engine Optimization

- 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 *relative* location, city and state
- Use those terms in your headings, page titles and content



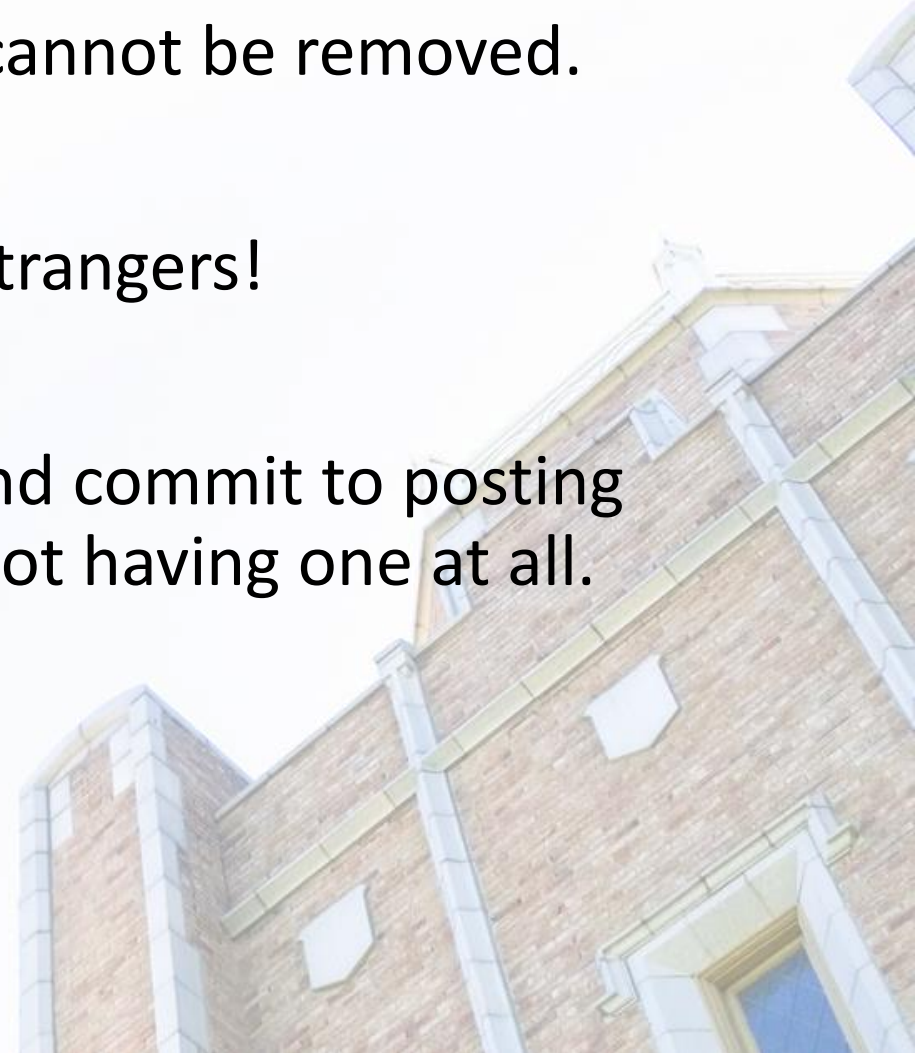
Social Media

- 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.
 - SnapChat has a very high open/conversion rate.
- Behanced, SoundCloud, YouTube, Vimeo, 500px, Medium – Specialized social networks for specific content.



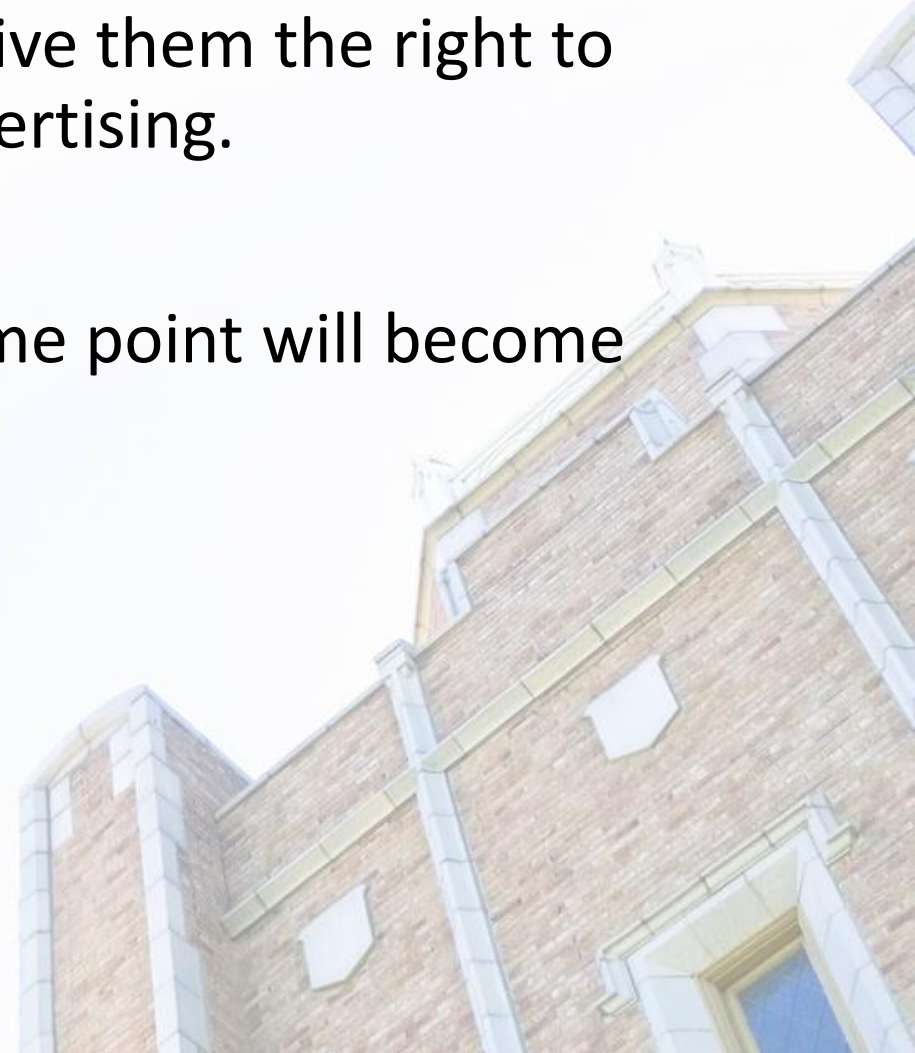
Social Media Notes

- Once it has been published to the internet, it cannot be removed.
- Do not post your current physical location to strangers!
- Choose a platform that you are going to use and commit to posting updates. A stale social account is worse than not having one at all.



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.
- Assume most content online is public or at some point will become public.

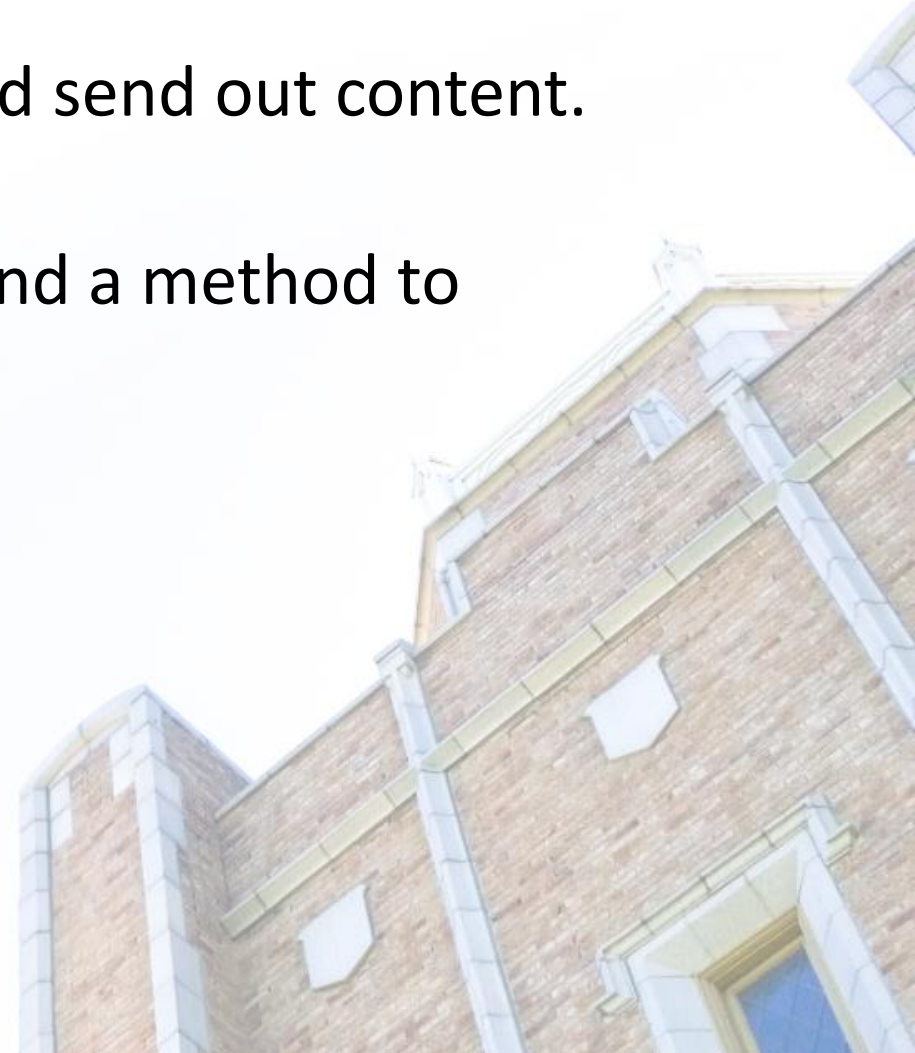


Email Lists

- Use a company to collect email addresses and send out content.
- By law you must include a physical address and a method to unsubscribe.
 - Use a PO Box rather than a street address
- **NEVER** use BCC to send mass emails

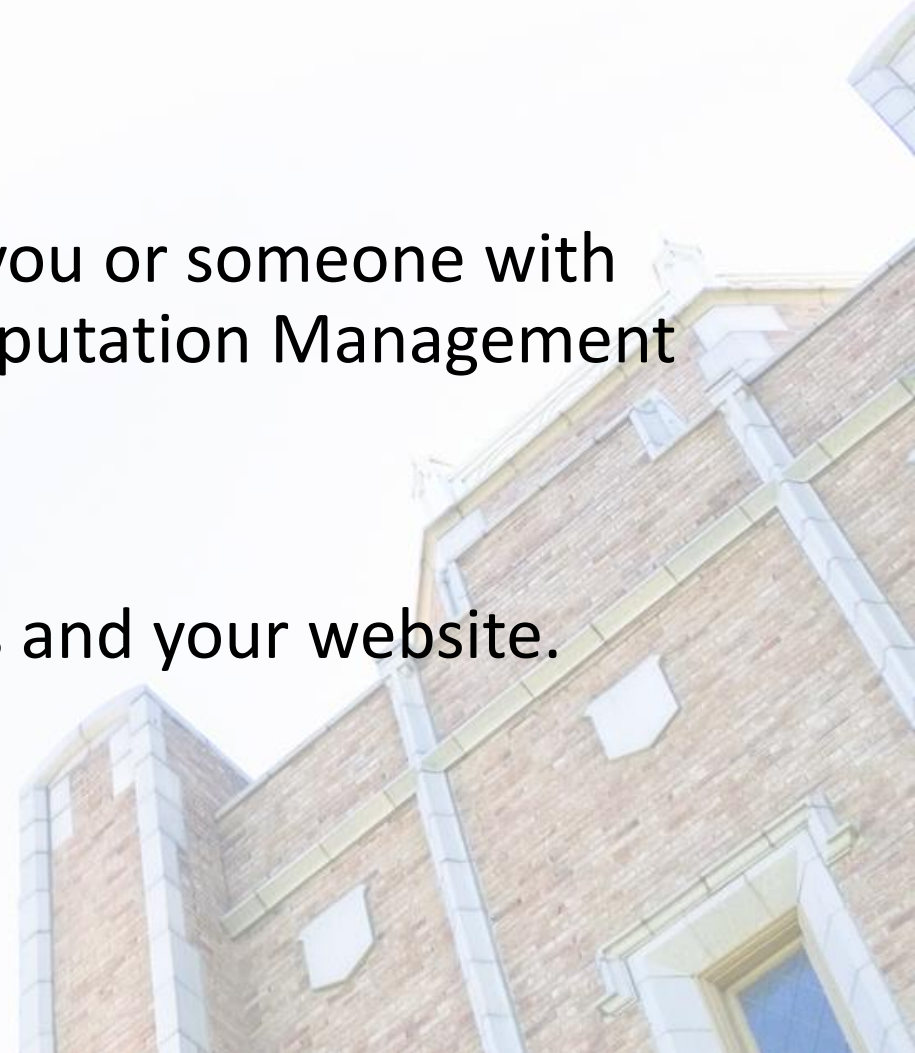
MailChimp.com

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.



Thank You.

Jesse Clark
Manager of Web Communications
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