

ADVECTO MEDIA

2020

Website Design Basics

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CHAPTER ONE - INTRODUCTION

INTRODUCTION

Although web design is not a rocket science we're not born knowing all about it. So if you have that "it's all Greek to me" feeling, that's pretty normal. We know all of the new information can be overwhelming and scary, but don't give up just yet, you're in for a treat.

If you understand that everything we upload on the internet has the Address and that our website is a folder, you will have better chances than 98% of people, to create a website without frustration.

Website is made out of pages, (web pages) and pages are connected through links. Web pages have an extension of html, php etc. For example home.html, about-us.html, contact.html and so forth.

We insert links, images, videos and text, audio and other content into our web pages. We style them with css. If we want our image or text to have a shadow, we create a css style sheet and connect that css to our web page.

Html is the foundation of every website (SCELETON), css is the pretty face.

IT'S PRETTY SIMPLE AND STRAIGHTFORWARD, RIGHT?

The hard part is to find good quality information in one place, without going through piles of outdated junk, just to find little bits of knowledge we can actually use. Why is this so?

People want, at all costs, to have their websites on the first pages off Google. So they stuff all they can cram into their pages and we are left to figure out what is a good, worthy, valid information and what is just page filler.

We promise you, this is not that kind of an ebook. We did our greatest to bring you the best solutions and web design guide for beginners in 2020.

Enjoy your learning

Advecto Media Team

CHAPTER ONE - INTRODUCTION

WHAT DO I NEED, TO CREATE A WEBSITE?

If you are determined to build a website, you will need:

1. A COMPUTER - This goes without saying, but we've been asked

2. AN INTERNET CONNECTION

3. BROWSER - A web browser is a program we use to surf the Net — like the one you're using to view the websites. e.g., Google Chrome, Mozilla Firefox, Netscape etc..

4. A DOMAIN NAME - Our domain name is what our website is called. It's the bit that people type in the address bar after all the www's to visit our website. e.g., www.ourwebsite.com. We buy Domain Names at companies that are called registrars.

5. WEB HOSTING SPACE - This is where our website lives and the whole world can access it using the Internet. Our hosting company's server is basically one giant mighty computer, which can store a great deal of files and folders.

6. AN HTML EDITOR or a BLOGGING PLATFORM - Once we have our domain name and web host, the next step is to actually build our website. To build a website we need some type of web building software to create web pages.

7. AN FTP CLIENT - Publishing is the act of putting our web pages on the Internet so that people can find them. This process is called "uploading" our files. Some places call it "publishing a website." Either way it's the same process. We need a program to upload the web pages, images and any other files that we created on our home computer, to our hosting company's server.

CHAPTER ONE - INTRODUCTION

HOW MUCH DOES A WEBSITE COST

To build a website most of the things we can obtain for free, with an exception of hosting and a domain name.

It costs around **\$115 per year** to build a website. Hosting is what we need to actually create our website and publish it to the Internet. A domain name is only the address. To get started with our website we will need both.

1. Hosting - around **\$100/year** - depends on the Hosting Company.

2. Domain Name - around **\$15/year** - again depends on the Registrar.

HOSTING

Hosting, in plain English: We create our web pages at our home computer, and then we have to upload them to our hosting company's server. Our hosting company's server is basically one giant mighty computer, which can store a great deal of files and folders. When our website is stored on a hosting company's server, it can easily be accessed via World Wide Web.

DOMAIN NAME

What is a Domain Name or Url? Url stands for uniform resource locator. It is simply the address of our website on the internet. We Buy Domain Names from companies that are called Registrar's. Domains are about \$15 per year. A domain name is the www.oursite.com name of our website and often ends in extensions like .com, .net, .org, .info, .us, .biz, .tv and many more these days.

Whichever company you choose for hosting and a domain name, make sure they're reliable and you can trust them with your website.

If we buy Hosting and a Domain Name from different companies, we have to change the name servers.

CHAPTER TWO - THE BASICS

SECTION ONE - WHAT IS A WEBSITE?

Our Website Is Just One Gigantic Folder, In Which
We Can Store All Files And Folders That We Create.



Website is made out of pages (web pages), images, audio and video files. Web page is just a document; it's a file, just like audio or any other file. Image for example is a file as well. **Web pages are connected through links.**

WE NEED TO KNOW FILE TYPE (EXTENSIONS) LIKE:

- 1. Web pages** could be: **html**, **php**, **asp** and others
- 2.** E books could be a **Pdf** file format.
- 3.** Images could be **Png** file format (with transparent background, you will get this when you start working with images). Images could be **Jpg** or **Gif** format as well. (Animated images are in the Gif format). Just to name a few.
- 4.** Videos could be in the **Mp4** format, **Avi**, **M4v** and many others.
- 5.** Audio could be **Mp3**.

WE CREATE OUR WEB PAGE AND INSERT IMAGES, TEXT, LINKS, VIDEOS, MAPS, ETC.

When we create a web page and insert images, text and other files, we need to format them, the way we want our website to look.

Our next step is to upload our web pages to our Hosting Company's server. For that, we need to know at least the following:

CHAPTER TWO - THE BASICS

SECTION TWO - WHAT DO I NEED TO KNOW?

This Is Where Most People Fail, Because They Fail To
Learn The Basics. Make Sure You Are Not One Of Them.



We need to know at least the following:

- A.** We need to know how to manipulate files and folders. Can we copy files, rename, delete and move them?
- B.** We need to be able to install and uninstall software.
- C.** Hierarchy of our computer and our website. To know the hierarchy of our website is just as important, as our computers hierarchy, to understand what are we doing and what goes where into our website.
- D.** Browser Settings. We will have to know where we downloaded files from the Internet. It's on the list of the basic skills, never the less it is very important.
- E.** Ways to build a website. There are so many ways to build a website that it really boggles the mind. But it all comes down to: what is the easiest way for us and what do we want our website to do.
- F.** What kind of website should I build? Before we get started, you should know that there is an easy solution for almost everything you want to do with your website.

CHAPTER TWO - THE BASICS

SECTION THREE - WEBSITE ADDRESS

Everything Uploaded On The Internet Has The Address.

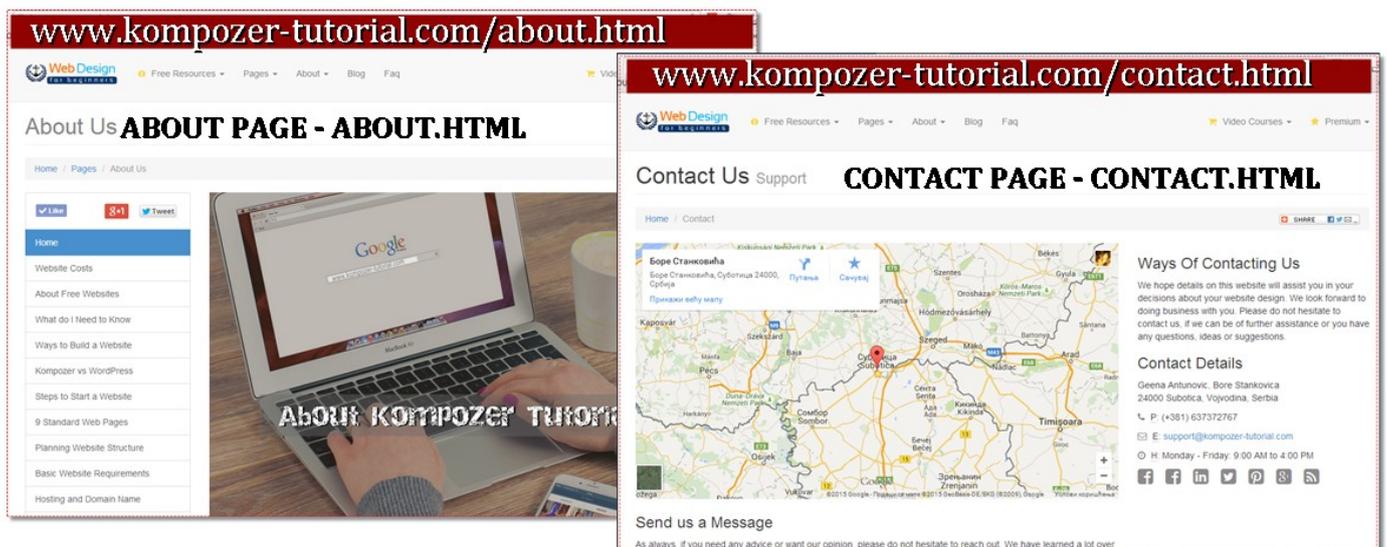
ADDRESS OF OUR UPLOADED FILES

We will take <https://www.advectomedia.co.uk> as an example. In the image bellow, you can see two web pages. **contact.html** and **about.html**.

Address always starts with **http://** then the address of our website in this case www.advectomedia.co.uk / name of the file **contact.html**.

<https://www.advectomedia.co.uk/contact.html>

<https://www.advectomedia.co.uk/about.html>





Let's say that we named image of the girl above: **girl** and that it's a **jpg** file. The name of the image file would be **girl.jpg**

When we upload this image on our website, the full address (full path or full url) of this image will be: <https://www.advectomedia.co.uk/girl.jpg>

Let's say that we want to keep our website organized. We want all of our images to be in a separate folder called **images**. If we upload our image file **girl.jpg** into images folder on our website, the full address of our image in this case would be:

<https://www.advectomedia.co.uk/images/girl.jpg>

TO INSERT THIS IMAGE INTO OUR WEB PAGE

If we uploaded girl.jpg into images folder on our website, we would insert into our web page: <http://www.advectomedia.co.uk/images/girl.jpg>

Just remember: everything uploaded on the internet has the address.

CHAPTER TWO - THE BASICS

SECTION FOUR - WHAT IS AN INDEX PAGE?

Index Page Is The Default Page Of Our Website.



An "index page" is the first web page that appears when someone visits our website. For example, if someone visits <https://www.advectomedia.co.uk>, the Web server will need to choose a default page.

The way a Web server chooses a default page among all of the web pages on our website, upon receiving a request from a visitor, is by consulting a list of default file names (such as "**index.html**", "index.htm", and so forth) and displaying the first matching file.

Default index file names our Web server look for is in this order:

index.html	index.htm	index.shtml	index.php	index.php5
index.php4	index.php3	index.cgi	default.html	default.htm
home.html	home.htm	Index.html	Index.htm	Index.shtml
Index.php	Index.cgi	Default.html	Default.htm	Home.html
Home.htm	placeholder.html			

If our website contains a file with any of those names, that file will be shown first (default), to a visitor. We can create `home.html` to be our first page.

You should pick one of these names and use it consistently.

CHAPTER THREE - WEBSITE DESIGN

SECTION ONE - WHAT IS HTML?

Html Is The Foundation For "Every"
Website On The Internet.

There are loads of other languages like JQuery, JavaScript or php that can also add a lot of additional cool features to our website but... They are all lying on top of the foundation of Html.

The difference between html, html4 and html5 is just like the difference between iPhone5 and iPhone5s. HTML5 Is a Work in Progress.

Html consists of tags. And it's pretty straightforward. There are opening and closing tags for everything you want to add to your page. (There are a few exceptions to the rule, not many though).

- I want to add a title - opening tag `< title >` closing tag `< / title >`
- I want to add a video - opening tag `< video >` closing tag `< / video >`
- I want to add an Image - opening tag `< img >` closing tag **image doesn't have a closing tag**
- I want to add a break - opening tag `
` closing tag **break doesn't have a closing tag**

Want to learn more tags? - [More Html Tags](#)

Lost your fear of Html programming yet? We told you, it just sounds scary.

CHAPTER THREE - WEBSITE DESIGN

SECTION TWO - PART ONE - WHAT IS CSS3?

Css Is The Pretty Face Of Our Website.



Our website will not exist without Html... But without CSS our Html website will not have the 'pretty face' that our visitors will want to look at.

The difference between css, and css3 is just like the difference between iPhone5 and iPhone5s. CSS3 Is a Work in Progress, with some neat new features, which for example enables us to do different things (for which we needed JavaScript before).



CHAPTER THREE - WEBSITE DESIGN

SECTION TWO - PART TWO - CREATING CSS STYLE SHEET

CREATING CSS STYLE SHEET

There are three different ways we can add css styles to a page. Inline, internal and external. It is always **the best practice** to add **external** css style sheet.

EXTERNAL CSS STYLE SHEET

This is the best habit to get into. By creating external style sheet, we don't have to change every single page of our website later when we have 50 or more pages. We would just change this one style sheet and all of our web pages associated with the style, would change automatically.

Let's say we want to style a link in the footer section of our web page:

This is opening and closing tag for a link: `<a>` our link ``

We would add a class to the link and name it, let's say: `a-footer`

`` ``

1. Open notepad (it's a free text editor that comes installed with windows).
2. We would write our style like this:

```
.a-footer {  
font-family: Helvetica Neue;  
font-size: 1em;  
color: black ;  
}
```

3. To save a file: select FILE -> SAVE AS
4. We will name this file, let's say: `my-special-style.css`

5. Our next step is to link this style to our web page. We do that with the following: Into the head section of our web page, we would paste this code with the link to our style sheet like this:

```
<link href="my-special-style.css" rel="stylesheet">
```

Let's say we uploaded our style sheet on our website www.advectomedia.co.uk. Full url address of our style sheet would be: <https://www.advectomedia.co.uk/my-special-style.css>

In this case we would paste this code into the head section of our web page:

```
<link href="https://www.advectomedia.co.uk/my-special-style.css" rel="stylesheet">
```

INLINE CSS STYLE SHEET

(Directly on the link into the web page, **bad practice**)

```
<a style="font-family: Helvetica Neue; font-size: 1em; color: black ;"></a>
```

INTERNAL CSS STYLE SHEET

(Goes between the head tags, **bad practice**)

```
<head>
```

```
<style>
```

```
body { background-color: white; }
```

```
</style>
```

```
</head>
```

Adding a shadow to a table or content box can really make our content stand out on the page. CSS allows us to design dynamic web pages with shadows, text effects and rounded corners (just to name a few), that before required the use of images and more code. Search engines love the load speed that a properly coded CSS page has.

CHAPTER THREE - WEBSITE DESIGN

SECTION THREE - WHAT IS PHP?

Php Is A Free Scripting Language.

With PHP we can do things like: create login pages with username and password, check details from a contact form, create forums, surveys etc.

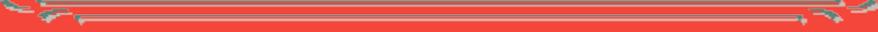
We can't do that with html. With html we can create a contact form but in order for that form to work we need php.



CHAPTER THREE - WEBSITE DESIGN

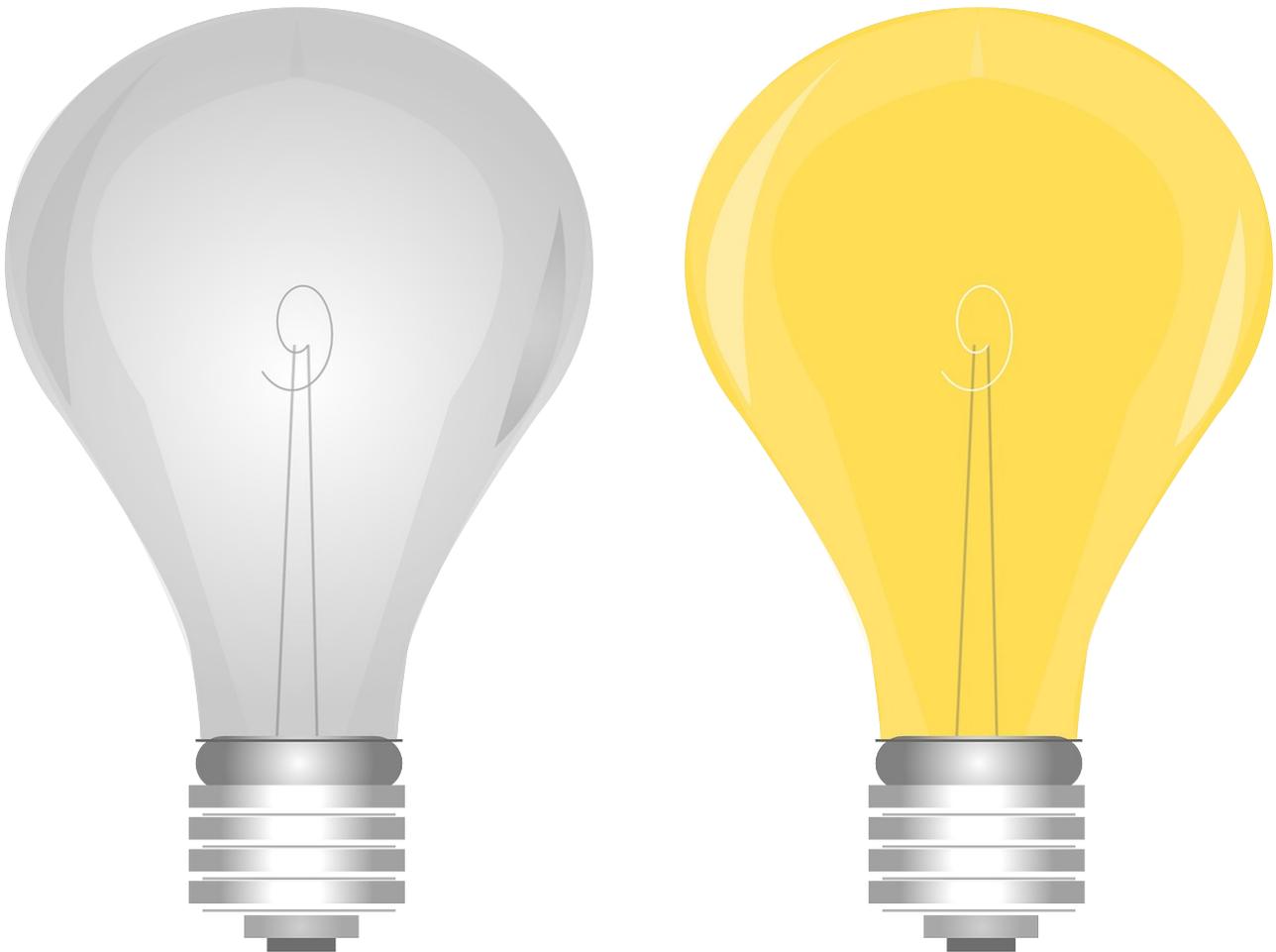
SECTION FOUR - WHAT IS JAVASCRIPT?

JavaScript Is The Most Popular
Programming Language In The World.



JavaScript Can Change HTML Attributes

This example changes an HTML image, when someone clicks on the image it switches the lights on. JavaScript can do lots of cool stuff like that.



CHAPTER THREE - WEBSITE DESIGN

SECTION FOUR - WHAT IS JAVASCRIPT?

EXTERNAL JAVASCRIPT

Scripts can also be placed in external files and this is the best practice. External scripts are practical when the same code is used in many different web pages. If we change the script, all our web pages associated with the script, would change automatically.

JavaScript files have the file extension `.js`. Example: `my-javascript.js`

To use an external java script, put the name of the script file in the `<script>` tags, before the closing body tag:

```
<!DOCTYPE html>
```

```
<html>
```

```
<body>
```

```
<script src=" my-javascript.js "></script>
```

```
</body>
```

```
</html>
```

We can place any number of scripts in an HTML document. Scripts can be placed in the `<body></body>`, or in the `<head></head>` section of an HTML page, or in both. Keeping all code in one place is always a good habit.

It is a good idea to place scripts at the bottom of the `<body>` element (before the closing `</body>` tag). This can improve page load, because HTML is not blocked by scripts loading.

Javascript and php are harder to learn than html, in our opinion.

CHAPTER THREE - WEBSITE DESIGN

SECTION FIVE - WHAT IS CPANEL?

Cpanel Is Short For Control Panel, Which Is A Software Application Installed On Our Web Hosts Server.

CPanel is provided already installed by most hosting providers.

When we sign up for web hosting we will be given access to our own CPanel, to manage the space we rent on the hosts web server. Here we can setup our email accounts, manage files & databases, create new databases and quickly and easily install WordPress in one click!

Make sure your Hosting Company offers you C Panel in your hosting plan.



CHAPTER THREE - WEBSITE DESIGN

SECTION SIX - WHAT IS KOMPOZER?

Kompozer Is Open Source (Free), Wysiwyg
(What You See Is What You Get) Html Editor.

From our experience with teaching beginners, an Html editor - Kompozer is the easiest to learn. Changing to another method after learning Kompozer is also easier. You gain a broad base of skills that continues to be relevant even when using a WordPress and not the other way around.

AN HTML EDITOR

An HTML editor is a software application for building web pages. An Html editor is downloaded and installed on our home computer.

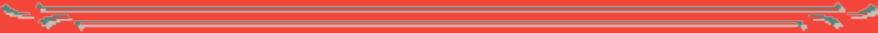
We don't need to know any html code in order to create a website with Kompozer.



CHAPTER THREE - WEBSITE DESIGN

SECTION SEVEN - WHAT IS WORDPRESS?

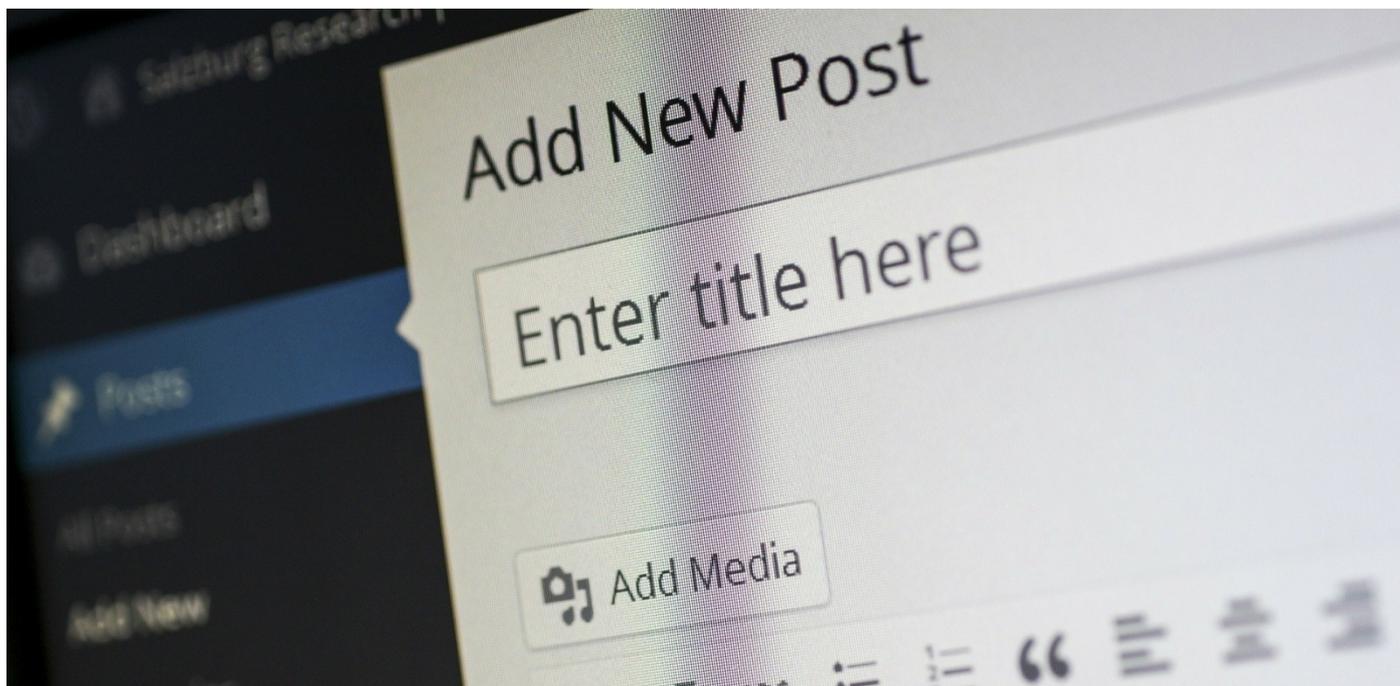
Wordpress Is A Free Blogging Platform That We
Install Directly On Our Website Through Cpanel.



Many of the themes and plugins for WordPress, are freely available as Open Source. WP currently powers about 20% of the world's websites!

A **content management system** or "CMS", is a piece of software that we install on our web host's server. Basically, instead of installing the program on our own computer, the way we do with an Html editor, we install it directly on our website. We then use our browser to log into our site to add articles, photos and modify everything instantly.

WordPress as a Free Blogging platform is a subset of CMS software. It is mostly like the CMS, except it has fewer features since it's designed primarily for people who just want to blog (write short articles).



CHAPTER THREE - WEBSITE DESIGN

SECTION SEVEN - WHAT IS WORDPRESS?

WORDPRESS - PROS

1. - **Great choice of professional themes available for free.**
2. - **Plug-ins are made for almost everything you could think of** and could be installed right from within the dashboard without needing to download anything. (Plug-ins, as the word suggest, piece of script we install on WordPress to add some functionality to our website: contact form, slide show or image galleries etc... There are literally tens of thousands plug-ins (31, 035) we could choose from.
3. - **Capable of complex web design.**
4. - **WordPress is very intuitive and easy platform to learn and use.**
5. - **The biggest community** out of all the Content Management Systems and Blogging platforms out there.
6. - **5- Minute's installation time.** WordPress is famous for its easy installation process. That's not even advertised any-more.
7. - **No need for any special software.** WordPress is installed on our website itself. All we need is a web browser and we can log in from any computer.
8. - **Free, open source software** - WordPress is developed, tested and supported continually. No other web CMS has anywhere near the number of man-hours invested in it. **And Yes, it's Free.**

WORDPRESS - CONS

1. - **Security Flaws & Attacks.** PHP apps have a reputation for security flaws, and WordPress is no exception. Since it is open source software, it is also easy for hackers to find security holes. In recent times it has become a lot more secure, but there are still gaping big holes found from time to time.



2. - **Poor WYSIWYG text editor**, doesn't have the ability to format text beautifully and easily. Even with the tinymce plugin, we still have to create some posts in Kompozer.
3. - **The basic system is not particularly SEO friendly**, but a number of plugins can be installed to make up for it. It is relatively easy to find and apply those plugins to achieve better SEO results.)
4. - **The core WordPress program needs to be updated fairly frequently**, (so do the plugins). These core updates can often break our existing plugins, and thus our site.) And this could be really annoying.
5. - **Single mistake can cost us our whole WordPress website** and if we want to back up our WordPress website manually we need an extensive knowledge of Php and MySQL.
*(Whatever you do, **don't ever change your WordPress address (Url) or Title in the General settings on your WP dashboard. Your WP website will break**, contrary to what you might have heard from the "experts")*
6. - **Designing a custom appearance for WordPress is harder** than just designing a website directly with a web editor and you may not be able to completely control the appearance of your website.

7. - WordPress could use too many resources. Cpu usage is a delicate resource on a shared hosting account. Whether a web page is static, (Html web page created with Kompozer) or dynamically constructed (by a script, like WordPress). The web server's CPU is used to obtain and deliver the web page to our visitors. If anyone website excessively uses the CPU, the other sites on that computer (hosting company's server), will not have an opportunity to deliver their pages in a timely fashion and will appear either to be sluggish or non-responsive.

The web host will typically ask the owner to upgrade to a more expensive plan or get a dedicated server.

This could happen because of the plugins and we have to switch them, one by one, until we find the one causing the trouble. This could potentially lead to our hosting account termination if we don't deal with the problem Cpu usage in a timely fashion.

What this means for you and me: We can't just install all the plugins we can think of. Recommended number of plugins is just 5. It's not much. So... we have to think long and hard before we install them. Do I really need one more contact form and image gallery on my website?

Make sure to install only regularly updated and tested plugins.

WORDPRESS SUMMARY

No one platform is perfect, but WordPress has so much to offer and the advantages outweigh disadvantages in our opinion.

CHAPTER THREE - WEBSITE DESIGN

SECTION EIGHT - WHAT IS FILEZILLA?

**Filezilla - An Ftp Client Is A Program We Use To Upload
The Web Pages To Our Hosting Company's Server.**



The best and the most used Ftp program is FileZilla. It's one of the most popular desktop FTP clients in use today. In addition to being free and open source, it is easy to use and configure. There are versions available for Microsoft Windows, Mac OS, and Linux.

FILEZILLA FEATURES

- Transfer files in FTP, SFTP, encrypted FTP such as FTPS and SFTP.
- Support IPv6 which is the latest version of internet protocol.
- Available in 47 languages worldwide.
- Supports resume - transfer process can be paused and continued.
- Transfer files simultaneously between multiple servers.
- Site Manager to manage server lists.
- Bookmarks for easy access to most frequent use.
- Drag & Drop and so much more...

WARNING:

To avoid any risk when downloading FileZilla, we recommend that you only download FileZilla from the [official FileZilla website](#) or from SourceForge, the official download partner of FileZilla.

CHAPTER THREE - WEBSITE DESIGN

SECTION NINE- WHAT IS SEO?

Seo Is Short For Search Engine Optimization.

SEO means helping search engines and helping users find the information they need when using a search engine, thus encouraging them to visit our website when it appears in the search results.

Search engines like Google, Bing, Yahoo and others are successful only if they provide a user (us), with links to the best websites related to the user's search terms.

HELP SEARCH ENGINES DISCOVER AND INDEX OUR WEBSITE

To help search engines discover and index our website, we need to use meta description, which we will place between the head tags into our web pages.

The title tag is the most important part of search engine optimization. A search engine friendly title tag should be 60 characters or less. The meta description tag should contain 120 characters, but never more than 150.

```
<html>
```

```
<head>
```

```
<title> Search Engine Optimization </title>
```

```
<meta name="description" content="How search engine see our web page.">
```

```
<meta name="keywords" content="search engines, seo, visitors">
```

```
</head>
```

```
<body></body>
```

```
<html>
```

CHAPTER THREE - WEBSITE DESIGN

SECTION NINE- WHAT IS SEO?

While most search engine companies try to keep their processes a secret, their criteria for high spots on SERPs isn't a complete mystery.

This **Free E Book** is [official Google's starter guide for webmasters](#). You will learn how to structure your website for search engines like Google.



Table of Contents: SEO Basics

- 4 Create unique, accurate page titles
- 6 Make use of the "meta description"
- 8 Improve the structure of your URLs
- 10 Make your site easier to navigate
- 14 Offer quality content and services
- 18 Optimize your use of images
- 20 Use heading tags appropriately
- 22 SEO for Mobile Phones
- 28 Promote your website the right way
- 30 Make use of free webmaster tools

To view Google's Seo Guide, you will need Adobe PDF Reader. It is a free program and you can [download Adobe Acrobat Reader here](#). When you access your e book, hover over the bottom of any page until you see the image below. Click on the "save" sign and start your download.



CHAPTER THREE - WEBSITE DESIGN

SECTION TEN- WHAT IS A RESPONSIVE WEBSITE?

Responsive Website Looks Good And Works Well On All Devices:
Desktops, Laptops, Tablets And Phones.

“Day by day, the number of devices, platforms, and browsers that need to work with your site grows. Responsive web design represents a fundamental shift in how we’ll build websites for the decade to come.”

- Jeffrey Veen

Responsive Design means that the same domain and the same content, more or less manipulated by JavaScript and/or CSS3 respond differently to provide the best user experience possible and to adapt to the viewers different device widths and resolutions.



CHAPTER THREE - WEBSITE DESIGN

SECTION TEN- WHAT IS A RESPONSIVE WEBSITE?

The goal of responsive design is to build web pages that detect the visitor's screen size and change the layout accordingly.

Because we need our web page to be flexible instead of pixels (a fixed width), we will use percentage (certain percentage of the users screen).

We will apply percentage on all of our web page content starting with tables, columns and rows as well as images, videos etc.

A grid layout creates a more fluid layout that will resize itself to fit the size of the display. We could use ready-made grid based framework like [foundation](#) and [skeleton](#).

RESPONSIVE IMAGES

If the width property is set to 100%, the image will be responsive and scale up and down: the image can be scaled up to be larger than its original size. A better solution will be to use the max-width property instead. If the max-width property is set to 100%, the image will scale down if it has to, but never scale up to be larger than its original size:

```
img {  
    max-width: 100%;  
    height: auto;  
}
```

More about responsive images at <http://www.w3schools.com>

No one knows what the future of responsive design holds. The one thing we can be certain about is that we're going to replace what we implemented. So whatever you build, make sure it is flexible and can be changed easily when the ultimate solution arises.

CHAPTER THREE - WEBSITE DESIGN

SECTION ELEVEN- WHAT IS A DIV TAG IN HTML?

The <Div> Tag Defines A Division In An Html Document.

The <div> element is often used as a layout tool, because it can easily be positioned with css. Div is basically a section of a website.

BASIC WEBSITE LAYOUT WITH DIV TAG

The diagram illustrates a basic website layout using div tags. It features a black header bar with the text "THIS IS HEADER" in white. Below the header is a grey navigation bar with the text "THIS IS NAVIGATION" in white. The main content area is white and contains a list of cities: "London", "Paris", and "Tokyo". To the right of the list is a paragraph of text: "London is the capital city of England. It is the most populous city in the United Kingdom, with a metropolitan area of over 13 million inhabitants." Below this paragraph is another paragraph: "Standing on the River Thames, London has been a major settlement for two millennia, its history going back to its founding by the Romans, who named it Londinium." The footer bar is black and contains the text "Copyright © www.my-website.com" and "THIS IS FOOTER" in white. Brackets and labels identify the different sections: "THIS IS NAVIGATION" for the navigation bar, "THIS IS HEADING" for the city list, "THIS IS PARAGRAPH" for the text blocks, and "THIS IS FOOTER" for the footer bar.

We create our html5 web page as normal. We add opening <div> and closing </div> tags, (remember that everything has to be placed between the <body> </body> tags to be visible on the page). Inside the div tags we insert our content and style that content with css. To be styled with css, element has to have a **class** selector or an **id** selector. Information that is reusable should be kept in a class and information that is totally unique should be kept in an ID. ID css properties will override CLASS properties by default,

CHAPTER THREE - WEBSITE DESIGN

SECTION ELEVEN- WHAT IS A DIV TAG IN HTML?

HTML5

```
<!DOCTYPE html>
<html>
<head>
<title>Using Div To Create Layout</title>
</head>
<body>
  <div class="header"> <h1>THIS IS HEADER</h1></div>
  <div id="nav"> <h2>THIS IS NAVIGATION</h2>
    <ul> <li> London</li><br>
      <li>Paris</li><br>
      <li>Tokyo</li></ul><br>
  </div>
  <div id="section">
    <h1>London</h1>
    <p>
      London is the capital city of England. It is the most populous city in the United
      Kingdom,
      with a metropolitan area of over 13 million inhabitants.
    </p>
    <p>
      Standing on the River Thames, London has been a major settlement for two
      millennia,
      its history going back to its founding by the Romans, who named it Londinium.
    </p>
  </div>
  <div id="footer">
    Copyright © www.my-website.com THIS IS FOOTER
  </div>
</body>
</html>
```

CSS3

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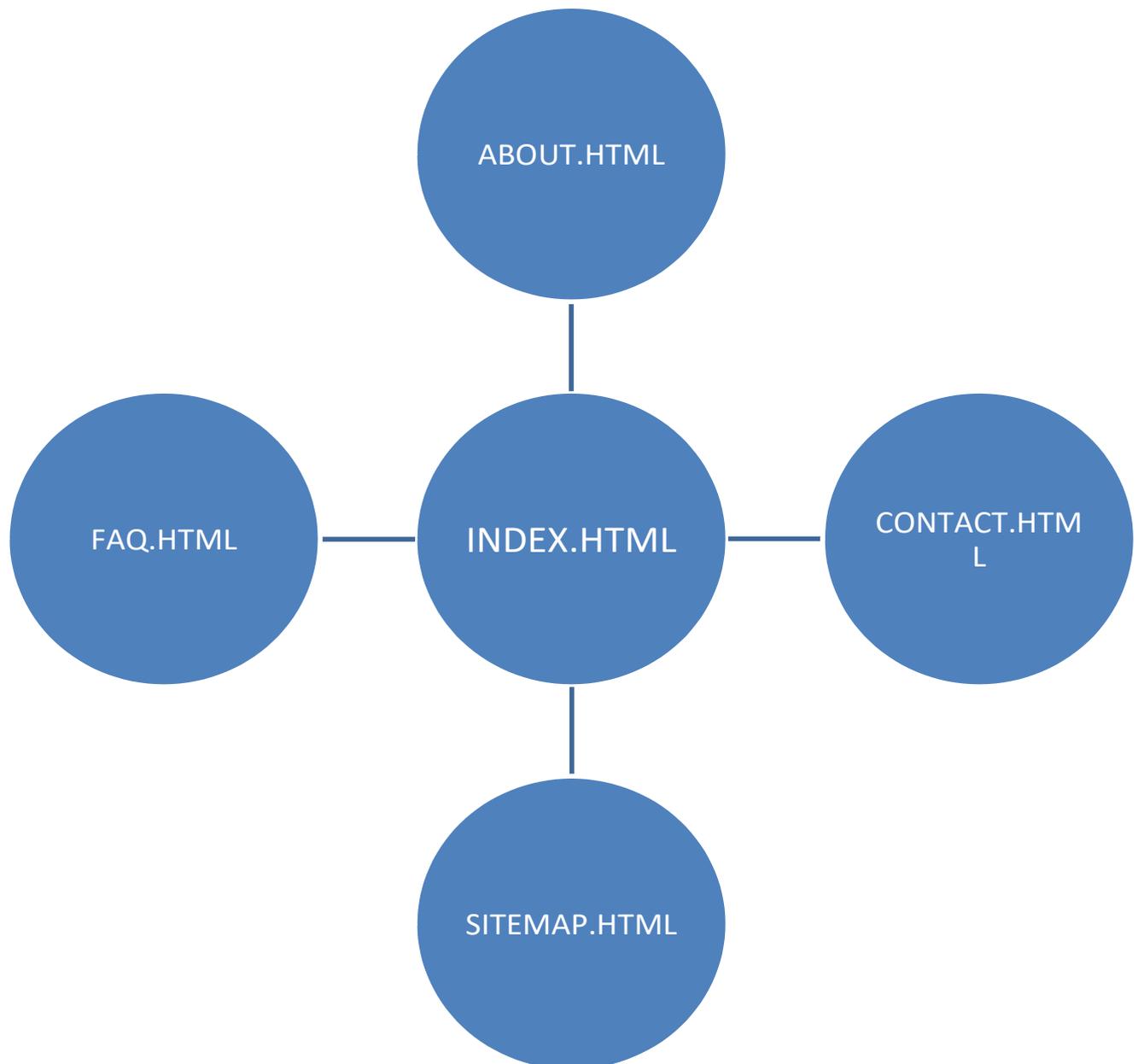
```
<style>
body { margin: 0px; padding: 0px; font-size: 16px; }
.p { font-size: 16px; }
.header { background-color:black; color:white; text-align:center; padding:5px;}
#nav { line-height:50px; color: white; background-color:#808080; height:330px;
width:20%; float:left; padding:15px; }
#section { width:350px; float:left; padding:20px; font-size: 16px; }
#footer { background-color:black; color:white; clear:both; text-align:center;
padding:25px; }
</style>
```

[The difference between IDs and Classes](#)

CHAPTER THREE - WEBSITE DESIGN

SECTION TWELVE - HOW TO CREATE A WEBSITE?

WE CREATE WEB PAGES AND CONECT THEM THROUGH LINKS.



Our website is a collection of web pages.

CHAPTER THREE - WEBSITE DESIGN

SECTION TWELVE - PART ONE - CREATING HTML WEB PAGE

This is how we create a basic html5 web page. Remember that every tag has opening and closing part, except for ,
, <hr> and few others.

HTML5 WEB PAGE

`<!doctype html>` ← We declare Html 5 document Not an html tag, just a declaration.

`<html>` ↪ **OPENING HTML TAG** << -- Beginning of the Html5 web page

`<head>` ↪ **OPENING HEAD TAG** << -- Everything we put into the head section (between opening and closing head tags (<head> here</head>)), will not be visible on the website. Here, we can put meta description for search engines, style, links to css, java script, php etc.

`<title>` My Lovely Title `</title>` ← This is the title of our web page, with opening and closing tags.

`</head>` ↪ **CLOSING HEAD TAG** ← End of invisible part of the web page

`<body>` ↪ **OPENING BODY TAG** ← Everything we put between the opening and closing BODY tags will be visible on the web page.

`<section>` My section `</section>`

`<div>` header`</div>`

`<a>` My link ``

`<p>` My paragraph `</p>`

`` Image doesn't have a closing tag

`<video>` My video `</video>`

`</body>` ↪ **CLOSING BODY TAG** ← End of visible part of the web page

`</html>` ↪ **CLOSING HTML TAG** ← End of the html5 web page

CHAPTER THREE - WEBSITE DESIGN

SECTION TWELVE- PART ONE - CREATING HTML WEB PAGE

When our website visitors land on our website, they land on our index.html web page that we have to create. On our index.html web page, we need to create links to our other pages. Let's say that our website will have 5 pages for the beginning: index, about, contact, faq (frequently asked questions) and sitemap.

To create links from one page to our other pages, we need to create an unordered list. The `<a>` tag defines a hyperlink, which is used to link from one page to another. The most important attribute of the `<a>` element is the **href** attribute, which indicates the link's destination. This is how it's done:

`` opening unordered list tag

`` index.html `` opening and closing list tags

`` about.html ``

`` contact.html ``

`` faq.html ``

`` sitemap.html ``

`` closing tag for unordered list

We need to add links. These are opening and closing link tags: `<a>`

`` opening unordered list tag

`` index.html `` ``

`` about.html `` ``

`` contact.html `` ``

`` faq.html `` ``

`` sitemap.html `` ``

`` closing tag for unordered list

CHAPTER THREE - WEBSITE DESIGN

SECTION TWELVE - PART ONE - CREATING HTML WEB PAGE

To add an image to our web page, we would use `` tag. Remember that image doesn't have a closing tag. The `src` attribute specifies the URL (web address) of the image. The `alt` attribute provides alternative information for an image if a user for some reason cannot view it (because of, an error in the `src` attribute, slow connection or if the user uses a screen reader).

```

```



If not specified, the browser expects to find the image in the same folder as the web page. However, it is common to store images in a sub-folder. You must then include the folder name in the `src` attribute. **Remember that everything we upload on the internet has the address.**

CHAPTER THREE - WEBSITE DESIGN

SECTION TWELVE- PART TWO - EDITING GRAPHICS

Image Formats Supported By Most Browsers Are Jpg, Png
And Gif. Start With A Simple Image Editing Programs.



Three simple image editing programs everyone should have on their computer are [IrfanView](#), [Gimp](#) and [PhotoScape](#). All programs are light, free, simple to use yet capable of complex high quality image editing. Make sure to download [IrfanView plugins](#) and [Riot plugin](#) as well for IrfanView.

IRFANVIEW

We use this sweet little program to resize our graphics, to change image formats and to crop our images. Sometimes the graphics are in jpg format and we need them in png format. IrfanView convert from one format to another without losing image quality.

PHOTOSCAPE

We use PhotoScape to insert text and images into our graphics, to add borders, to save images with transparent background (png), to create animated images, to correct color and to capture the screen. The cool thing about this program is that's packed with features and filters while saving high quality graphics.

GIMP

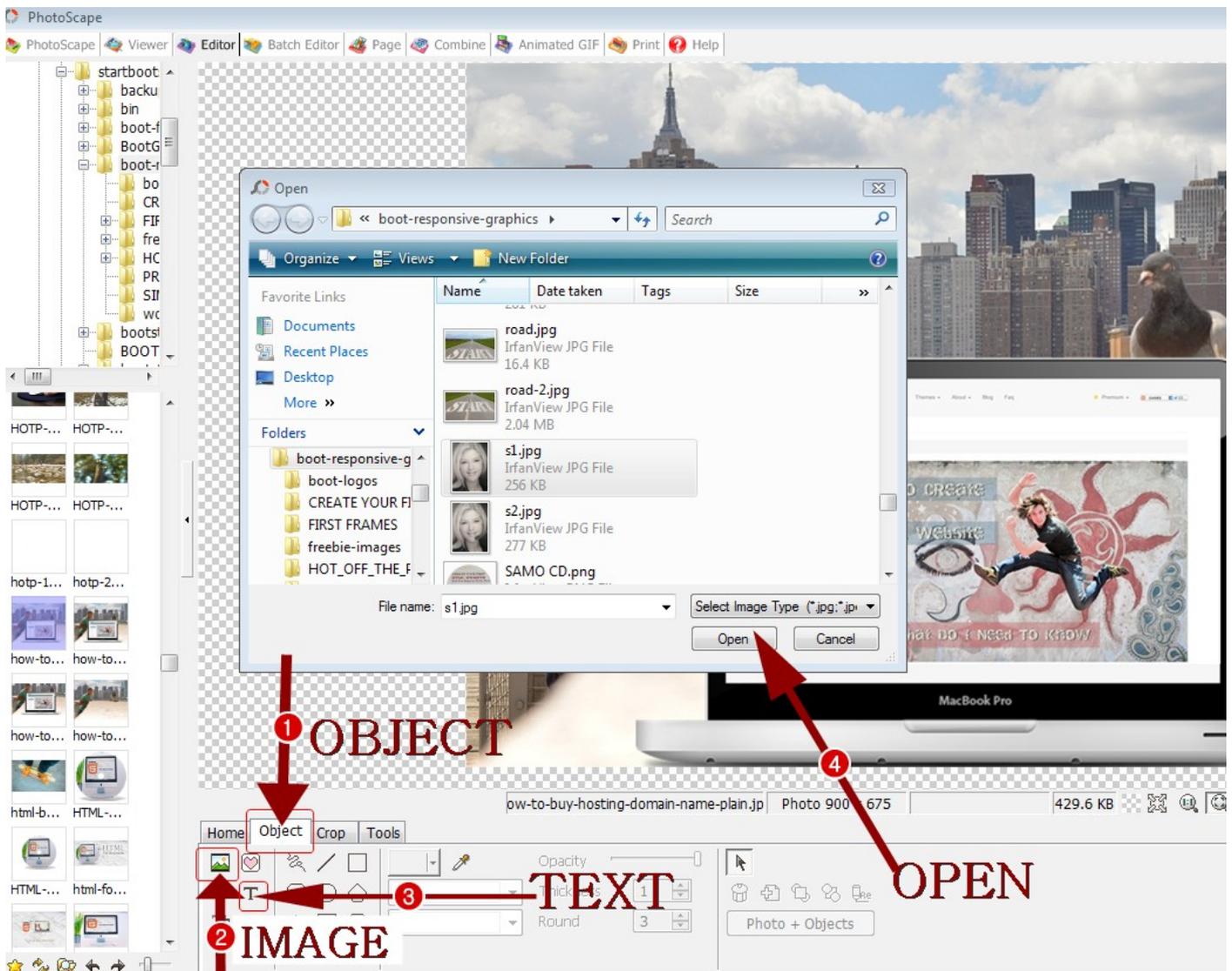
We use Gimp to remove the background from our images, to add shadows, to create animated images and favicon. To create your favicon for free online go to: <http://www.favicon.cc/> In Gimp save your image as " MICROSOFT ICON " ICO file and paste this code between the <head> </head> tags:

```
<link rel="shortcut icon" href="www.your-site.com/favicon.ico" />
```

HOW TO EDIT THE GRAPHICS WITH PHOTOSCAPE

How to insert your own image or text into the background image:

- **Download** and install [PhotoScape](#), (free image editor).
- **Open** the image you want to edit with PhotoScape.
- Select "**Object**" from the left hand side menu
- Select what you want to insert: image or text. If you select image, new pop-up window will open, navigate into the folder where is the image you want to insert and press "**open**".



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- Left click and hold the mouse to move the image
- Right click on the image will open options like delete, mirror, rotate and edit properties
- Select "Save" from the bottom right hand side of the menu to save the final image

Left Click and hold to rotate

Right click on the image select: Edit Properties to change Opacity (transparency)

Opacity (64-255)
255

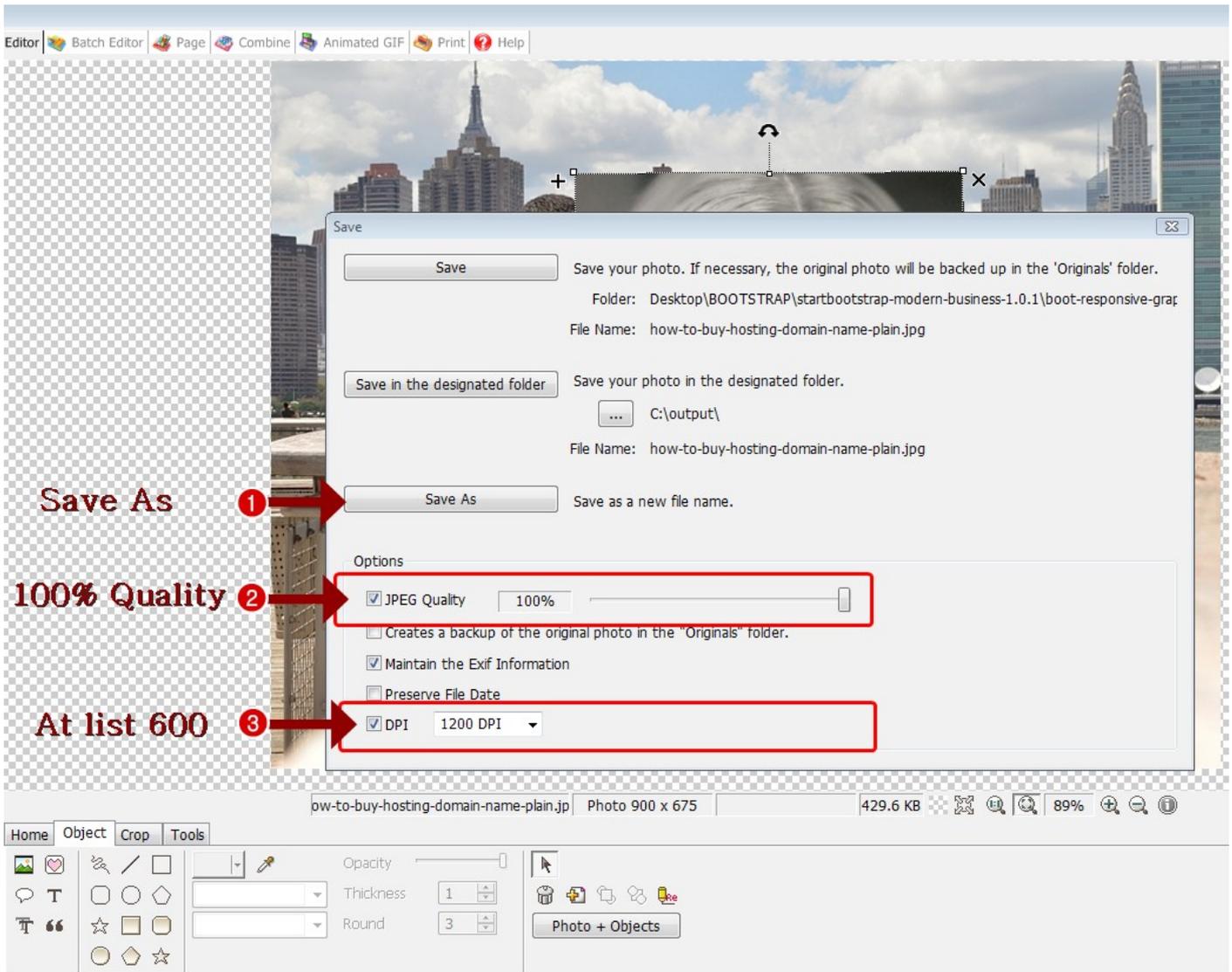
Anchor
Top Left X 289 Y 106

Hover over the corners, when pointer turn to this yellow symbol, hold and change the size

Save

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- Select **"Save"** from the bottom right hand side of the menu to save the final image
- New window will open: select **Save As**
- Always select to **"Save 100% quality"** and **DPI at least 600**
- Head over to PhotoScape website to see what else is possible with this free image editor. It is our favourite by far. It's light and intuitive; we use it for almost all of our graphics.



CHAPTER THREE - WEBSITE DESIGN

SECTION TWELVE- PART THREE - WEBSITE TEMPLATES

The Easiest Way To Create A Website Is To Use A Template.



The easiest way to create a website is to use templates. There are lots of websites online that offer website templates both free and commercial (\$\$). Just do a Google search for "free html website templates" and choose the one you think will be the best for your site. The template will most likely be in a zipped format.

STEP ONE: Download the files.

STEP TWO: UnZipp the folder.

Zipping a file or folder is a way of compressing it and making it smaller to send to someone.

Compressed files take up less storage space and can be transferred to other computers easier and quicker. You can also zip multiple files making it simpler to share. For example: a group of photos. This means you can attach just one file to an email instead of several.

Zipping files might also be handy if you want to store them on an external hard drive. This is a regular Windows way of doing it, but you can also install third party software such as WinZip or 7-Zip.

If you don't have a program installed, Download "7Zipp" (a free program) to UnZipp files.

[32-bit x86 7-Zip for 32-bit Windows](#)

[64-bit x64 7-Zip for 64-bit Windows x64 \(Intel 64 or AMD64\)](#)

To see which one to download - right click on the "My Computer" icon on your Desktop and select "Properties." Under the "System Type" you will find out, is your Operating system 32 or 64bits.

CHAPTER THREE - WEBSITE DESIGN

SECTION TWELVE- PART THREE - WEBSITE TEMPLATES

The Easiest Way To Edit A Website Template, Without
A Programming Knowledge Is With Kompozer.



The easiest way to learn to create a website is by watching a video. We created short, free, hd video training, specially for beginners without programming experience. Geek speak free, detailed 'over-the-shoulder' style "**Simple Five Pages Website**".

To make your own site and to really understand what you are doing and what goes where into your website, you will have to understand the basics first. In our opinion **this is where most people fail**. With "Simple Five Pages Website" you **simply will not be one of them**.



CHAPTER FOUR - PROMOTING A WEBSITE

SECTION ONE - SOCIAL MEDIA MARKETING

Advertising Online Really Comes Down To The Content.

We've all heard the maxim "**content is king**" over and over. Content has to work closely with: User Experience, Design and Copy-writing.

Why – Why are we embarking on this project?

What – What is the message?

Who – Who is the audience?

Where – Where will the message be read (location, device and context)?

How – How should we present/structure the content?

SOCIAL MEDIA MARKETING

Social media marketing refers to the process of gaining website traffic or attention through social media sites.

Social media marketing programs usually centers on efforts to create content that attracts attention and encourages readers to share it with their social networks. Social media has become a platform that is easily accessible to anyone with internet access.

Increased communication fosters brand awareness and often, improved customer service. Additionally, social media serves as a relatively inexpensive platform to implement marketing campaigns.

The benefits of social media are many:

- Improved brand awareness
- Word-of-mouth advertising
- Increased customer loyalty and trust
- Improved audience reach and influence
- Social media is also one of the three pillars of SEO.

While we'd argue that investing time and resources into a social media strategy is most definitely a necessity, the tipping point will be from 'should have' to 'must have' increased lead generation, referral traffic and revenue.

Basically we should get busy creating our Facebook page, Twitter account, Google + page, YouTube channel and Pinterest account. (These are the social media sites that work the best for us). If we do this right, this could mean free traffic to our site and hopefully more customers.



SYNDICATION

Syndicating the content simply means publishing our content on multiple websites simultaneously.

Syndication simply casts a wider net. We should link our content to and through all our social networking pages.

SEARCH ENGINE OPTIMIZATION

The purpose of Search Engine Optimization and Internet marketing strategy is clear and simple – to generate more and better quality traffic to our website. The website thereafter takes over with the purpose of converting that traffic to customers.

FREEBIES

Freebies are very effective marketing tools to promote a business. In fact, in some surveys, freebies get on top of the list that possible customers go for.

ARTICLE MARKETING

Writing articles and submitting them to article directories is a simple, but very powerful and effective way to create interest and generate traffic to our site. Best of all, it's free.

For years, most successful online marketers have used article submission as a way to draw attention to their products and send traffic their way.

Basically this is how it works: we write interesting (hopefully) articles, submit them to article directories for other people to use freely on their sites, blogs and in their written works.

The condition is that they have to use the article as it is – they're not allowed to change it – and at the bottom we include a link back to our own website, product or blog. When people read the article, and if they like it, they'll possibly click on the link and we'll get free traffic to our website.

Internet marketing is so cheap it's practically free, so use some new viral video strategy that pops into your head... It's a low-risk experiment, so just keep trying different things and see what works the best for you.

CHAPTER FOUR - PROMOTING A WEBSITE

SECTION TWO - SOCIAL MEDIA SHARING

Sharing Buttons Help Engage Our Site Visitors And Could
Possibly Mean More Free Traffic To Our Website.



Sharing buttons help to increase our audience by engaging with people who are not on our site, as well as distribute content across multiple social networks and platforms helping us to drive free traffic to our site.

BOOKMARKING AND SHARING TOOL

Adding Social Share Buttons to our Website or Blog

Encouraging social sharing on our website with social share buttons can increase the number of times people post our content across social media. This means more exposure for our social media accounts, our website, and our brand.

Also, as Google and other search engines continue to evolve, the importance of establishing our website's credibility is beginning to play a bigger and bigger role in search engine rankings. The more social media shares our website has received, the more perceived value it has for users and the higher it will appear in search results.

Most social networks offer instructions for adding their specific share buttons to our website, but there is also third-party plugins that allow us to add all share buttons in one step rather than separately.

One of the easiest plugins to use is [AddThis](#), a free option that allows us to customize our plugin and track social sharing over time.

CHAPTER FOUR - SUMMARY

SECTION THREE - FINAL WORDS

It Doesn't Matter How Many Resources You Have. If You Don't Know How To Use Them, It Will Never Be Enough.



It doesn't matter how many resources you have.



If you don't know how to use them,
it will never be enough.

WEB DESIGN BASICS SUMMARY

- Everything we upload on the internet has the Address.
- Website is a folder.
- Website is made out of pages connected through links.
- We insert links, images, videos and other content into our web pages.
- We style the pages with css and connect the css to our web page
- Html is the foundation of every website, css is the pretty face.

There are loads of other languages like JQuery, JavaScript or php that can also add a lot of additional cool features to our website but... They are all lying on top of the foundation of Html.

- Everything we put into the head section (between opening and closing head tags (<head> here </head>)), **will be invisible** on the website.

- Everything we put into the body section (between the opening and closing body tags (<body> here </body>)), **will be visible** on the web page.

CHAPTER FOUR - SUMMARY

SECTION THREE - RECOMMENDATIONS

Create An Html Website And Add A Wordpress Blog.



OUR BEST RECOMMENDATION FOR THE BEGINNERS

Create an html website with Kompozer and add a WordPress blog. Html website is very secure and WordPress has a lot of plugins that can lower your costs. For example: You could add [MailPopet plugin](#) to create newsletters, automated emails, post notifications, autoresponders and get subscribers with a signup widget.

Kompozer is the easiest to learn. Changing to another method after learning Kompozer is also easier. You gain a broad base of skills that continues to be relevant even when using WordPress and not the other way around.

Always add meta data to your web pages. If you want your website to rank higher in search engines like Google/Bing, make sure to add a title, meta description and to use Heading tags (h1, h2, h3, h4, h5, h6).

Learn the secure way to install WordPress. If you decide to create a website with wp or to add a blog, always do a secure installation, update your website/blog regularly and install only the plugins that are regularly updated.

Learn html and css. Investing few days in learning html and css will be well worth the time. It's not as hard as you might think.

Use templates to create a website. Whichever way you take to create a website, there are templates to make your life easier.

CHAPTER FOUR - SUMMARY

SECTION THREE - ABOUT FREE WEBSITES

We would **never, ever recommend** to you free hosting or a free website. It could be useful, **"only"** for a personal, hobby or an experimental site. Here are the main reasons against free websites.

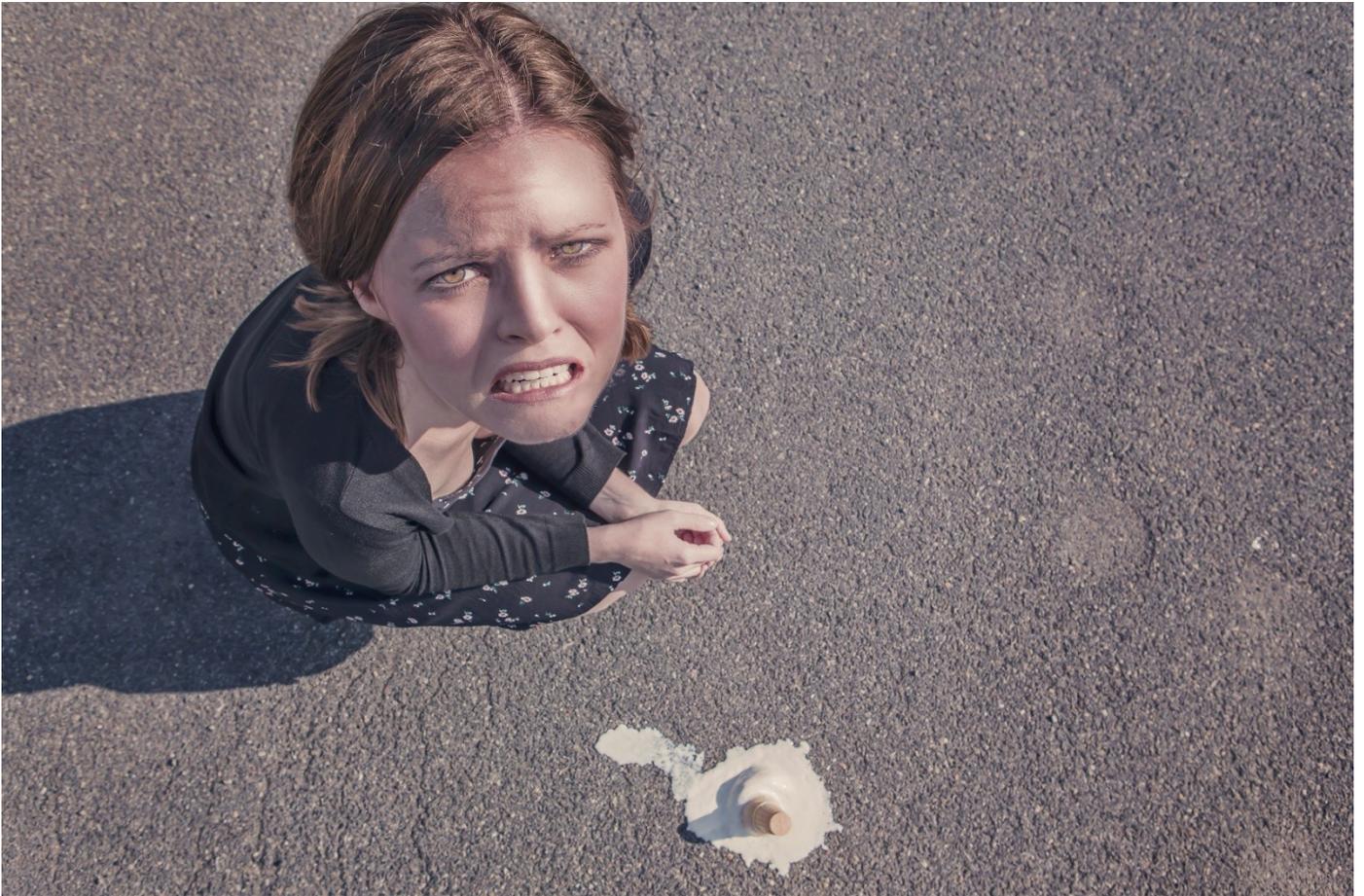
YOU DON'T OWN YOUR FREE WEBSITE OR THE CONTENT

Free websites have major disadvantages:

- Free website could be removed at any time for any reason
- Your “web address” is not actually yours; it’s the companies who provide your “free” website. If you want your own domain name, you'll have to pay for it. You will probably pay more than you should.
- Free website will have ads displayed all over it. This enables the company (not you), to earn money from your website. To remove the ads, you will usually have to pay money for a premium package.
- Most of the really good features are actually part of a “premium” package – which you have to pay for. (Most likely overpriced)
- There are things they might not tell you when they're trying to sell you a free website. While a few companies will be completely upfront about these extra costs, others will fail to mention.
- You cannot add certain functionality like: social networks, communities, etc.
- Search engines give more credibility to paid Domains and Hosting.
- Free web hosts sometimes don't last a year. It's not just the case with small companies; the big guys like Google (Page Creator) and Yahoo (Geocities) closed their doors to free hosting.

CHAPTER FOUR - SUMMARY

SECTION THREE - ABOUT FREE WEBSITES



- Url with slashes loses PR (page rank) with every slash.
- Many directories will not list free domains.
- You will be very limited to what you can do with your site.
- You will not have 24/7 support in case your site develops a technical problem neither backups of your files in case their server crashes.
- Templates and the content you create with their tools is not your property.
- Bandwidth limit, (Only buy hosting with unlimited bandwidth).

CHAPTER FOUR - SUMMARY

SECTION THREE - ABOUT FREE WEBSITES

- You will most likely pay less for a great hosting service from company that specializes in website hosting.
- They may be free for the first year (that's how they draw you in), but the renewal fee may be sky high (it usually always is).

NO ONE WILL TAKE YOU OR YOUR BUSINESS SERIOUSLY

Here is why:

Most scammers online use free hosting and free domain name. When they sign up for a free website, they don't have to pay, thus... their real name, credit card number and their real details are not recorded. If you are committed to do genuine business online and to be taken seriously, you will have to buy a domain name and hosting.

TO RECAP

To build a website most of the things you can obtain for free, with an exception of hosting and a domain name.

The best advice we can give you (if you are still determined to build a free website), is to buy a domain name before you start building a free website.

Even if you really decide to abandon your free website later, you will only lose \$10-15 but if your site really takes off, that will be a worthwhile risk.

CHAPTER FOUR - SUMMARY

SECTION FOUR - USEFUL LINKS

COLLECTION OF USEFUL LINKS FROM THE WEB

High quality website resources are essential if you're to keep up with the competition. Fortunately the quality of the resources available to us rises continuously. Here is our favourite "website stuff" as our humble contribution to your web design efforts and graphics vault.

<http://www.w3schools.com>

<http://htmldog.com>

<http://kompozer.net>

<https://wordpress.org>

<https://wordpress.com>

<https://css-tricks.com>

<https://filezilla-project.org>

<http://www.irfanview.com>

[IrfanView Plugins](#)

[Riot plugin for IrfanView](#)

<http://www.gimp.org>

<http://www.photoscape.org>

<http://www.favicon.cc>

<http://www.7-zip.org>

<https://www.addthis.com>