

## Implementation & Hosting

### Chapter 11



## Client Feedback – Sign off

- After the site is finished – web designer
  - furnishes all materials
  - returns all items to client
  - reviews contract to ensure all aspects of site development have been implemented,
- During development, Web Designer should request reviews or edits in writing from clients and always keep an archive
  - Archives serve to explain conflicts or delays
  - Client can review stages of the website & avoid having disapproval in the end.



## Review OUTCOMES

- Web Designer should always review the outcomes against previously agreed upon deliverables

- maintain a checklist with

Document	Deliverable	Delivery Date	Signed OFF	Comments
Proposal	Website	03-05-01	Melissa Jade	Delivered one week early
Contract	Copyright statement	03-07-01	Melissa Jade	
Contract	Source Materials	03-07-01	Melissa Jade	All source materials are date 3-5-01



## Deliverables vs Outcomes

- Keep a spreadsheet with all the agreed upon deliverable at pre-production process
  - ❖ Proposal
  - ❖ Contract
  - ❖ Timeline
  - ❖ Requirements Document
  - ❖ Milestones & Deliverables
  - ❖ Milestone Sign-off



## Presenting Complete Project

- Once the project is complete, expect a briefing with client (and others) about the function of site
- Site can then get final sign off
  - ❖ Return all project files, source files, and materials that you have received.
  - ❖ Make a list of everything returned and obtain a signature
  - ❖ Write up a formal *sign-off* sheet that highlights all the deliverables
  - ❖ Provide a copy to both client and yourself!!



## Consulting on extended issues

- Once the site is complete, your function then becomes as consultant to get site LIVE (this may be part of contract)
  - ❖ Each site should have a privacy statement
  - ❖ Utilize security features if collecting information
  - ❖ And consider legal issues
- Privacy Policy Statement important
  - Touches on user protection – names, addresses, numbers, buying preferences, etc.



## Privacy Rights

- Children's Online Privacy Protection Act (COPPA)
  - ❖ US Federal Trade Commission (FTC) issues and enforces rules regarding children's online privacy
  - ❖ [www.truste.com](http://www.truste.com) **TRUSTe** demonstrate standards for privacy policies



## Cookies

- Cookie is data (not executable) planted by sites (web servers) to identify your visit
  - ❖ Part of customization (like Yahoo!)
  - ❖ Keeps track of your interactions
  - ❖ Two TYPES
    - Session – line of text stored temporarily in memory & deleted when you close the browser
    - Persistent – permanent line of text that gets saved by browser to a file on your HD



## Security



- If client's site is intended to complete transactions over the Internet – security must be considered
  - ❖ Encryption tool – SSL (Secure Socket Layer)
    - Both user & server applications must support SSL
    - Encrypts data sent between user & web server



Look for the "s" after "http" in the address whenever you are about to enter sensitive information, such as a credit card number, into a form on a Web site.



## Legal Issues- Copyright ©

- Copyrights– Exclusive ownership in an artistic or literary work.
  - ❖ Plagiarism is illegal & any item published on the Internet is immediately copyrighted!
  - ❖ Use care when borrowing from the WEB
    - Request permission – up to owner to grant permission (may request a fee!)
    - MUST quote/cite original copyright of designer or publisher which indicates you are making fair use of materials



## Legal Issues- Trademarks ®

- Trademark – commonly used to describe many different types of devices that label, identify, and distinguish products or services in the marketplace
  - a distinctive word, phrase, logo, Internet domain name, graphic symbol, slogan, or other device that is used to identify the source of a product & distinguish one product from another
  - Often mentioned with patents & copyrights!



## Legal Issues - Patent

- Patent- allow the creator of certain kinds of inventions that contain new ideas to keep others from making commercial use of those ideas without the creator's permission
  - for a time frame (20 years)



## Housing & Hosting

- Hosting & choosing an Internet Service Provider
- Internet Service Provider (Internet Service Providers)
  - provide differing access that vary in speed, bandwidth, cost, technology.
- Application Service Providers (ASP) & Dynamic Publishing
  - offers database driven pages
  - Offer Remote servers
  - Local Area network for mobile users
  - Specialized applications
  - Dynamic Publishing



## Web Server Overview

- Will client host on own web servers or rent space?
  - ❖ Web servers – store web pages & fulfill requests for pages
  - ❖ Handle permissions, execute programs, keep track of directories & files, communicate with computers



## HOUSING

- Web pages need to be housed on a server
  - ❖ Bandwidth is a factor based on type of media
  - ❖ Colocating is having another company housing your server
    - (cost effective because sharing connections, bandwidth, hardware and support with other web servers)
  - ❖ Hosting Services – remote hosting
    - Do not provide the Internet connection – only server space



## Hosting Services

- Costs are impacted by
  - ❖ Amount of server space
  - ❖ Size of data transferred
  - ❖ Bandwidth offered
  - ❖ Platform – Unix or Windows?
  - ❖ Amount of Client control
- Host typically offer stats – hits to site
- Reseller Accounts – you purchase & resell to clients



## Domain Name Registration

- Each Web Server has an IP address assigned that needs to be resolved on the WWW with a Domain Name Server
  - ❖ NS1.somewhere.com
- Client purchases a DOMAIN NAME
- HOSTING service sets the *Domain Name Servers* to resolve the location of the domain



## Types of TOP LEVEL domains

- .com – commercial users
- .edu - educational institutions
- .gov – agencies & branches of government
- .net – computers that represent infrastructure of Internet
- .org – non-profit organizations & others that don't fit under others
- other suffixes created to keep up with growth of web - .biz .info .kids .us



## Registration Process

- Resolution – done by name servers
  - ❖ resolves the alphabetical address of a domain name to the numerical address (IP)
- Clients info then added to whois database
- Takes up to 24 hours to resolve on internet



## Publishing to the WEB

- File Transfer Protocol (FTP)
- Process called – rollout
  - ❖ transferring files you created to web server
  - ❖ UPLOAD
  - ❖ Utilize programs to complete
    - Dedicated Package – WS-FTP, CuteFTP
    - Built-ins – WYSIWYG have FTP services built in
    - Manually upload using DOS commands FTP



## Search Engines

- Listing for Search engines based on
  - ❖ Meta-Tags – descriptions, keywords
  - ❖ Content of site & repetition of keywords
- 3 ways for site to get listed
  - ❖ Wait for search engines to discover site
  - ❖ Submit the website
  - ❖ Use a listing service (\$\$\$)



## Search Engines

- Submitting to a search engine
  - ❖ AFTER site is complete
  - ❖ All pages must be available for proper indexing
  - ❖ Don't submit EVERY page – only key pages
  - ❖ Cracking down on abuse
- META-Tags – investing time in the use and placement of keywords within the text of the document an in the meta-tags can improve the chances of a high rank!
  - Engines search for keyword prominence in page
  - Some only read 1<sup>st</sup> 200 words
  - Titles should reflect KEYWORDS
  - Check out [WWW.METASPY.COM](http://WWW.METASPY.COM) to see what the world searches
- Follow up on Submissions to see ranking
  - ❖ Visit high ranking sites to view their code!
  - ❖ No guarantee of placement due to the hundreds of thousands of submissions daily to engines & constant indexing!



## Advertising

- Know the target audience
  - ❖ Identify triggers of that audience
  - ❖ What are the secondary markets?
- Banner Ads – Potential customers are virtually one click away from a product
  - ❖ Banners – 400 x 60 pixels (5-10 KB)  
125X125 in JPG or GIF
  - ❖ Page impressions/views – number of visitor



## Banner Ads

- Rates & types of plans
  - ❖ Banner Ad Exchanges – free & exchange with others (reciprocal linking!)
    - FREE
    - target specific sites – possibly of other target audiences!
  - ❖ Click-through : pay for every person who clicks the ad
  - ❖ Cost-per-thousand-per-month (CPM): pays for # times ad is displayed each month & usually required an minimal amount of impressions
  - ❖ Flat Fee: charges for advertising on site



## Banner Placement

- Place in target markets
- Keyword Ads- Purchase a word or phrase which returns a search with your banner on top
  - ❖ Top of page is most popular... many are doing tower ads along side
- Interstitial ads – appear between transition of content (like during file downloads)



## E-Mail Marketing

- Bulk emails – like flyers
- Unsolicited bulk emails – SPAM
  - ❖ negative reputations
  - ❖ Netizens Against Gratuitous Spamming (NAGS)
- Encourage OPT-IN solicitations
  - State CLEARLY that user is opting in
- Newsletter Solicitations



## Newsgroups & Link Exchange

- Utilizing Newsgroups to SUBTLY advertise a site
  - ❖ become part of the group
  - ❖ recommend places for others to visit
- Link Exchanges – taking advantage of interconnectivity
  - ❖ Reciprocity in link exchanges
  - ❖ Negotiate exposure



## WebRings & Offline Marketing

- Joining a group of similar services
  - ❖ multiple links in “next link” fashion
  - ❖ Join & Network resources with others
- Encourage client to include URL in all printed materials for business
  - ❖ Include in advertisements
  - ❖ Announce to current customers



## Co-Branding

- Two sites partner with each other to provide additional services to users & take advantage of each others brand recognition
- Amazon.com & ToysRus.com
- Offers valuable info in each others sites NOT just Banners or links!



## The End

- You have reached the end of the course material!
- Congratulations & good luck!

