

No Website? No Knowledge? No Problem!

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Building a website or enhancing an existing website has become increasingly easy. Many tools are available to build and develop a website without needing to know web coding. The type of website determines where you should build and host your website.

Hosts

- Google Sites
- WordPress
- Squarespace
- Many more!
- All three are online hosts, which means pages are built online.
- WordPress can be used on other hosts, and pages can be built offline using HTML editors such as Nvu (free) or Dreamweaver (pay).
- GS, SS, and WP allow you to build using a graphical view with optional HTML. SS allows HTML and CSS editing. WP through another host allows HTML and CSS editing.

Tools

- Many are available for each host as pages or widgets, and frequently include blogs, galleries, calendar, and file storage.
- Pages or widgets are templates and allow customizable content.

Construction and Content

- Page size
 - Pixels vs. percentage
 - Monitor sizes
- Hierarchy
 - Create pages and URLs based on logical nesting of content.
- Amount of Text
 - Keep text succinct and try to keep above the "fold line."
- SEO
 - Short titles in text, not graphics
 - Use keywords multiple times per page
 - Links are key phrases
 - Link to outside, related sites
 - Submit homepage to search engines
 - Promote website on related listservs, blogs, social media

Tracking

- Google Analytics is the easiest to install on a website. Many hosts come with pre-loaded analytics.
- Statistics can be displayed numerous ways: date, geographic region, web source, search terms, new/returning visitors, etc.
- Statistics can be used for archives' user data.

Resources:

Dreamweaver:

<http://www.adobe.com/products/dreamweaver/>

Google Applications:

<http://www.google.com/intl/en/options/>

Google Analytics:

<http://www.google.com/analytics/>

Google Sites:

<http://www.google.com/sites/help/intl/en/overview.html>

Nvu:

<http://net2.com/nvu/>

Squarespace:

<http://www.squarespace.com/>

WordPress:

<http://wordpress.org/>

SEO:

Google Search Engine Optimization Starter Guide:

<http://bit.ly/a84hCB>

Site Pro News: Webmaster news resource

<http://www.sitepronews.com/>

"18 Effective Search Engine Optimization Techniques" by Sue Cooper: <http://www.sitepronews.com/2010/04/27/18-effective-search-engine-optimization-techniques/>