

Websites

1B. Technical aspects of a website



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Learning objectives

Pre-requisite for student: Basics in marketing is recommended.

- The objective is to create awareness and provide the context
 - on the role of websites in the digital marketing
- The student will learn
 - the technical aspects of a website (e.g. domain, web hosting)



Topics

- Technical aspects of a website
- The domain name
- SSL certificate
- What is web hosting
- Hosting architecture
- Things to consider when choosing your web host
- How to find the right development platform for your company?

Technical aspects of a website



Terms you need to know

CMS: Content Management System. A software that you can use to create, upload and publish your website. For example: WordPress.org and Drupal. This is generally a solution for advanced users who want to create larger websites with more flexibility. Some coding knowledge is usually required.

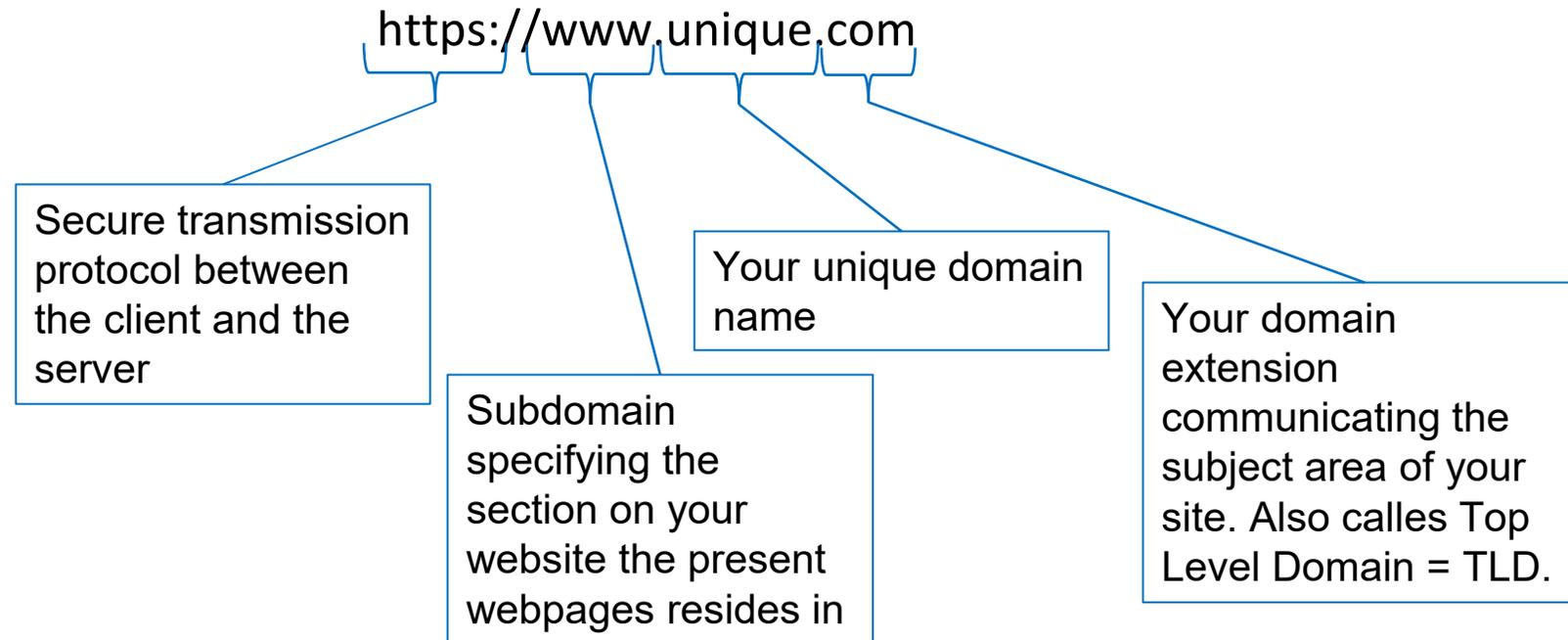
Website Builder: a simplified version of a CMS, usually for smaller websites. It allows easy website editing and offers predefined designs for you to choose from. It also serves as your web hosting provider. Examples: Wix and Squarespace.

Theme or Template: Website builders always come with a range of pre-configured designs that you can use and customize. The theme focus on a specific use or business. e.g. portfolio websites, blogs, online stores, restaurants, consultants, musicians etc.

Apps, extensions, widgets and plugins: these are extra features you can add to your website. For example a reservation system or an online appointment booking system.

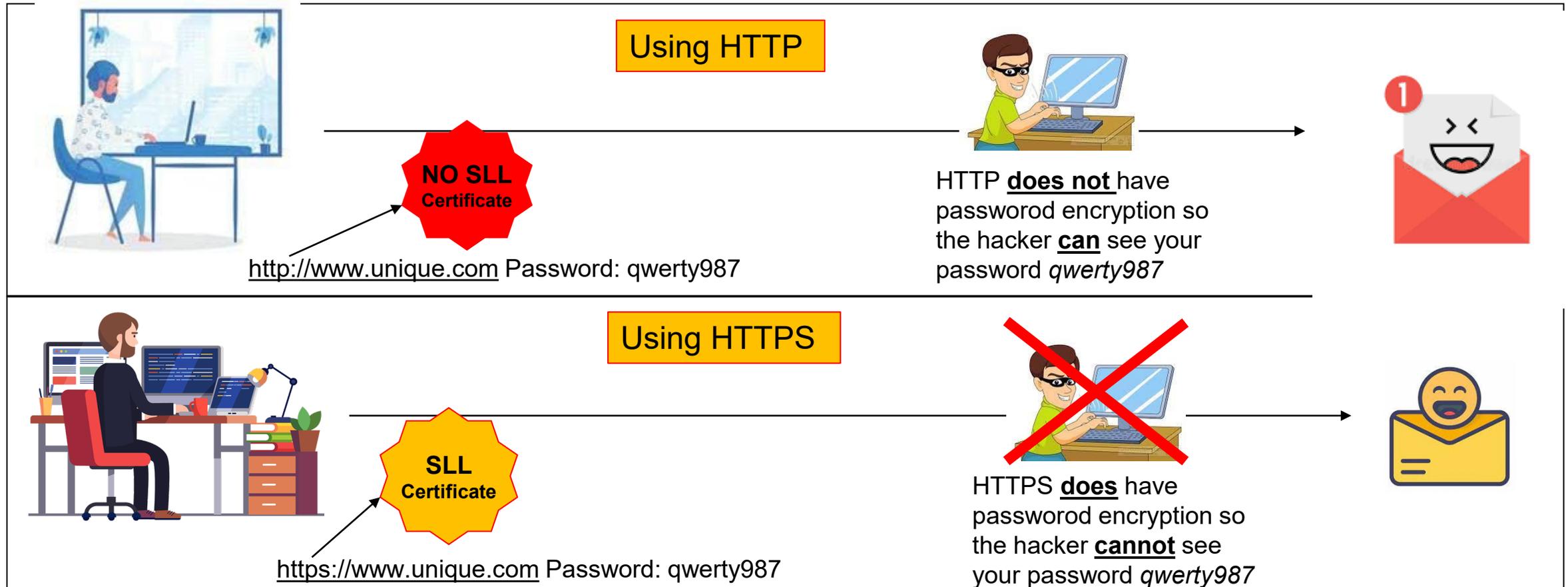


The domain name



Transmission protocol → <https://www.unique.com>

If you want secure transmission on your website, choose a webhost that offers a **SLL Certificate**



Use only the secure communication protocol

HTTP - *Hypertext Transfer Protocol*



HTTPS - *Hypertext Transfer Protocol* Secure



Subdomain <https://www.unique.com>

- The subdomain allows you to have a separate section within your website that is focused on specific content or function.
- Examples (your website <https://www.unique.com> could have for example the following subsections):

<https://shop.unique.com>

contains your online shop

<https://support.unique.com>

is dedicated to your customer support pages

<https://gallery.unique.com>

contains your picture gallery

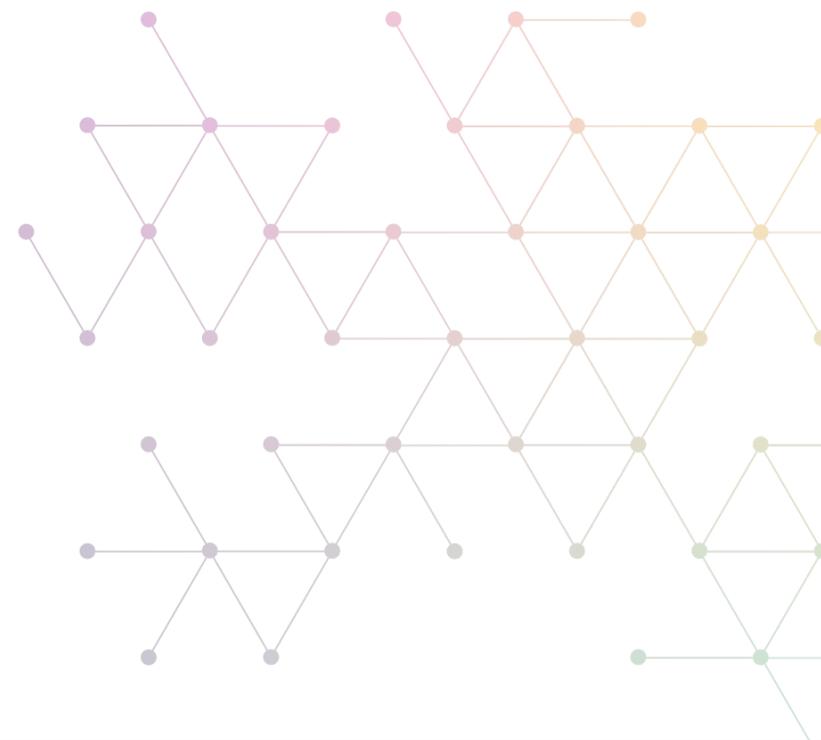




Unique domain name

➔ <https://www.unique.com>

- The unique domain name separates your site from all other sites





Domain extension



<https://www.unique.com>

- You can use your domain extension to communicate more about your business or the contents on your site
- Examples:
 - .**com** – originally used for commercial sites. The most widely used extension (TLD) available
 - .**org** – primarily associated with various nonprofit organizations or charities
 - .**net** – originally used by companies working with networking technology, now in general use
 - .**xyz** or .**icu** – general use, from eCommerce websites to agencies
 - .**biz** – generally used by various businesses
 - .**tech** – widely used by tech companies
 - .**edu** – used widely by educational institutions, mainly universities

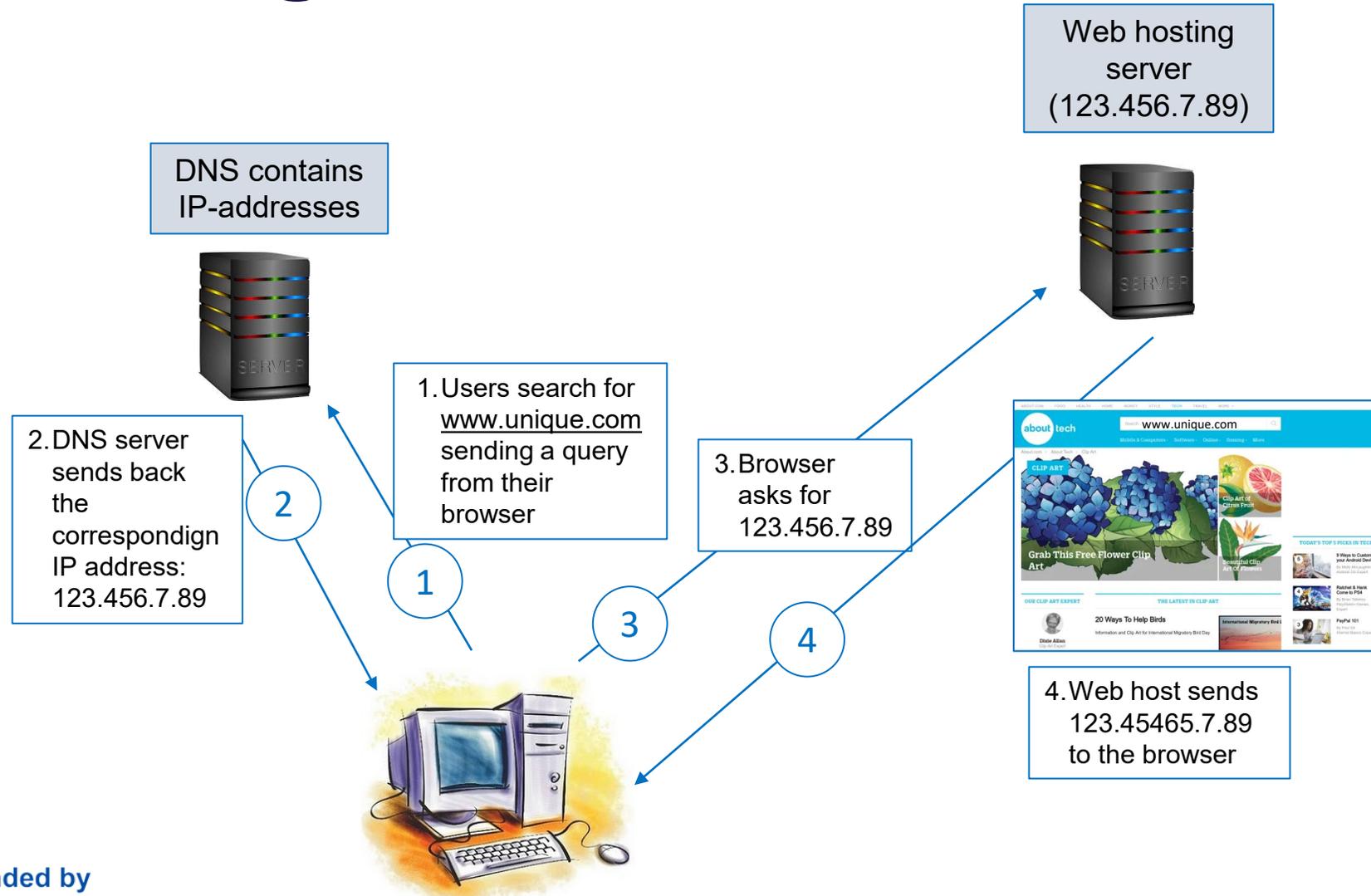


What is web hosting?

- Web hosting refers to the service of providing storage space and access for websites on the internet.
- It involves **storing website files and data on a server that is connected to the internet**, allowing the website to be accessed by users worldwide.
- Web hosting companies typically offer different types of hosting plans, e.g. shared hosting and cloud hosting.
- The web hosting provider is responsible for maintaining the server, ensuring its uptime, and providing technical support to website owners.



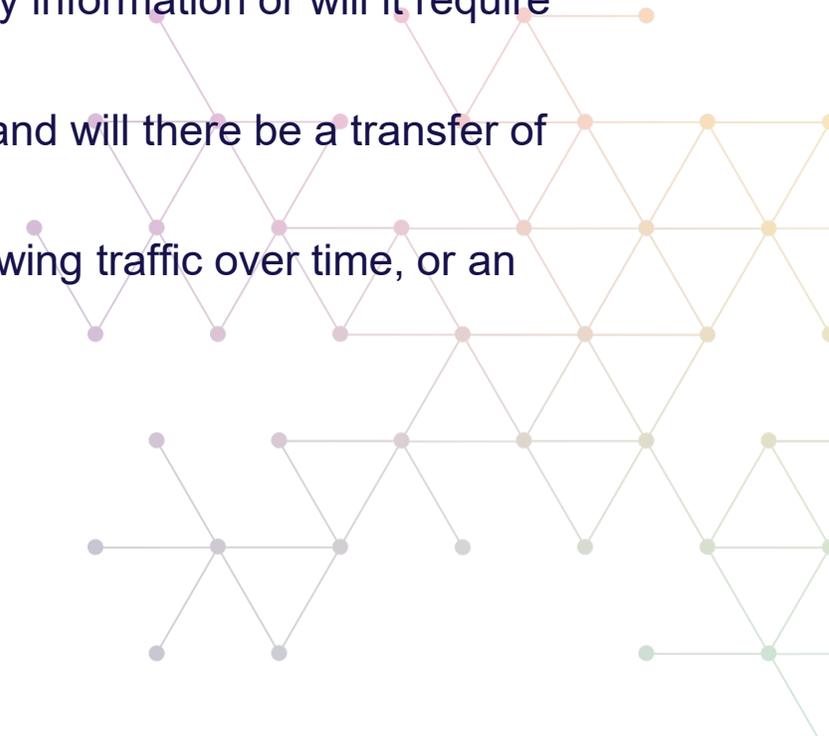
Hosting architecture



Things to consider when choosing your web host

Source: <https://www.hostpapa.com/blog/web-hosting/definitive-guide-web-hosting/>

- A 1-second delay in page load time causes a 7% reduction in conversions
- A 4-second delay in page load time results in a loss of 10% or more of site traffic
- 86% of websites have at least one serious security vulnerability
- Migrating to another host can cost thousands of dollars and take weeks, even months, of planning
- What kind of website are you building – will it be primarily a source of company information or will it require more interactive elements?
- What functionality will your site include – will you have a customer database, and will there be a transfer of private and secure information?
- What kind of traffic growth is expected – will it be a blog that sees steadily growing traffic over time, or an eCommerce site that can experience intense traffic spikes?



Things to consider when choosing your web host

- Will you need to host multiple websites at multiple subdomains for your site?
- Do you plan to scale up and add new functionality as the business grows?
- Will you require software integration now or in the future, with 3rd party software (think accounting software, customer relationship management software, ERP, etc.)
- Do you anticipate any special coding needs for your site (php, java, .net, etc.)?
- What kind of content is being served – will you need a significant amount of reliable bandwidth for an ever-growing audience?
- How many pages will your site have – some providers limit the number of pages permitted with value/economic hosting plans.
- Is your site critical to the success and growth of your business – how will downtime impact your revenue? Is uptime a critical factor?
- Will you need [email hosting](#) with your site?



10 most important factors when choosing a web host

1. Disk Space
2. Bandwidth
3. Security
4. Uptime
5. Website Speed
6. Pre-Installed Apps
7. Domain Names
8. Website Builder
9. Support
10. Backups





How to find the right development platform for your company?



Start with these questions when choosing the website platform:

- Do you just display information, or should site visitors be able to interact with the pages?
- Are you planning to sell products or services?
- Do you need to capture customer data (e.g. contact information) for email marketing or sales?
- Will you be managing your site yourself or working with a third-party service provider?
- Is there budget for extra features?
- How much customization do you want in terms of layout and design?
- Do you need to create any unique functionality like quizzes, forms, or newsletters?



What you should consider when choosing your web development platform

- **Mobile site optimization – responsive design**
 - Mobile optimization is a must, since mobile devices are the devices of choice. Make sure your web platform supports responsive design enabling it to be optimized to whether device it is used by.
- **SEO options**
 - SEO visibility is a MUST. Make sure your site give maximum support for SEO.
- **Design flexibility**
 - Design flexibility is vital. You want your website to cater to your specific needs and you also want to be able to differentiate from the competition. Also, if you plan to maintain your website by yourself, you will appreciate maximum design flexibility and ease of use.
- **Themes/templates**
 - Themes and templates make the designers job so much faster. Existing templates are fast to modify according to the customers' needs vs. when you start from scratch.



What you should consider when choosing your web development platform

- **Ease of Use**
 - Can the users create, manage and update the web site themselves or do they need an (expensive and time consuming) professional to do it
- **Social Media tools**
 - Interaction with and ability to share to various social media site improves your marketing efficiency. Make sure your site support this.
- **Plugins and modules**
 - The ability to use 3rd party plugins may come in handy in order to add functionality to your site
- **Support**
 - 24/7 support is very useful, since you don't want any extra downtime for your website.
- **Pricing**
 - Check that you need everything you are paying for.



What you should consider when choosing your web development platform

- **Popularity**
 - Unpopular platforms may have underlying quality problems, poor support or they are difficult to use, whereas the sheer volume of users and their websites implies high-quality technical solutions, good support from the developers and peer users and the users find the platform easy enough to use for their business.
- **Newsletter creator**
 - Newsletter creator might prove very useful to keep in touch with your customer base.
- **Blogging, E-commerce, Membership creator**
 - Depending on your the of business these are not always a MUST features.

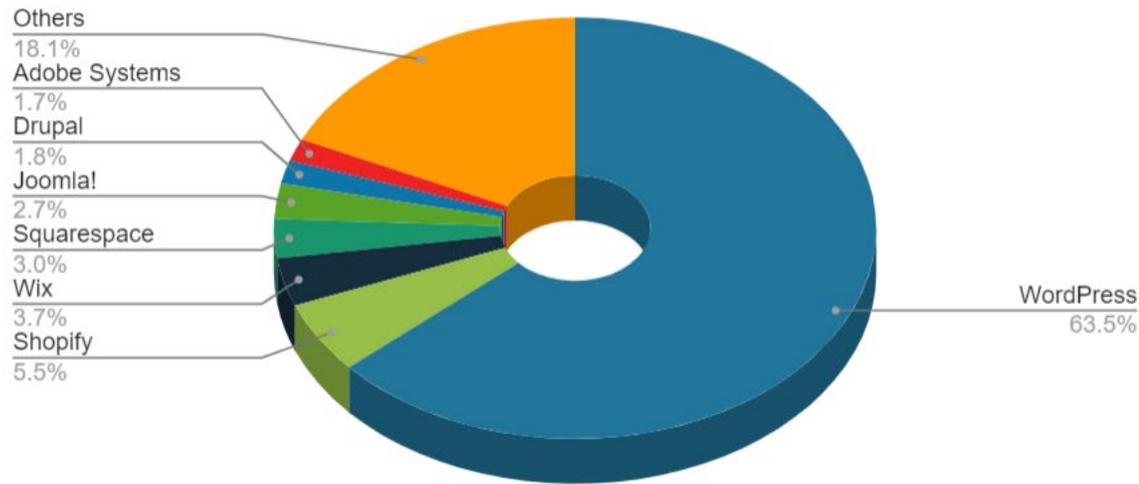




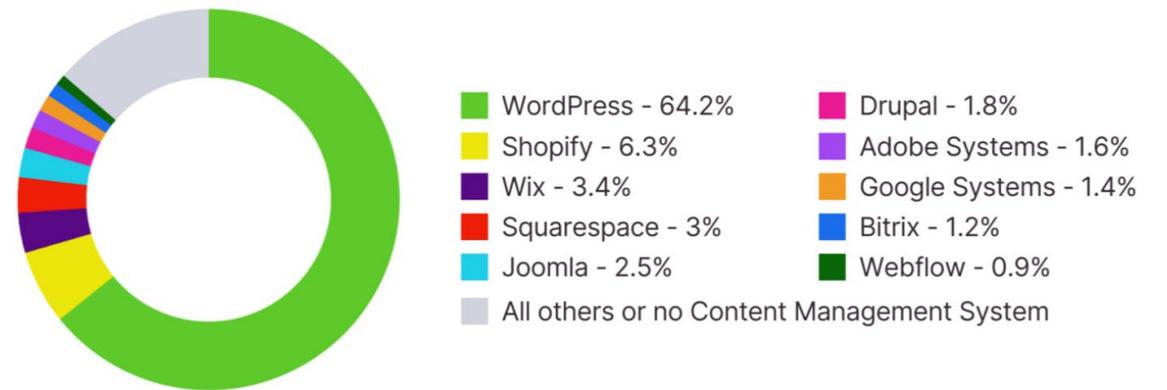
The web platform market is dominated by WordPress

➔ The rest of the market is very fragmented

Top CMS Platforms by Market Share [2023]



CMS Market Share Top 10 - June 2022



Source: W3Techs.com - Usage statistics of content management systems

Search Engine Journal®

<https://meetanshi.com/blog/cms-statistics/>

<https://www.searchenginejournal.com/cms-market-share-june-2022/455912/>



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The Best Website Builders of 2023 acc. Forbes Advisor

- Weebly: “Best Overall”
- GoDaddy: “Best for Service Providers”
- IONOS: “Best for Startups”
- Squarespace: “Best for Creatives”
- HostGator: “Best for Simplicity”
- Wix: “Best for Code-Free Customizations”
- Shopify: “Best for Dropshipping”
- Zyro: “Best for Affordability”
- WordPress.org: “Best for Versatility”
- Duda: “Best for Agencies”

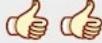


There are many options when it comes to web development

Platform type	Description	When to use	Example
DIY (do it yourself)	Easy-to-use platforms with ready made templates	When simple functionality and cost saving count	WIX, Shopify, etc.
DFM (do it for me)	Website designed and developed by a digital marketing agency	When coding is required "to get things right"	www.porternovelli.com
Freelancer	Gives you professional support but with a lower cost than a digital marketing agency	When you need help but can live with a local partner	Your local web developer pro
Hybrid platforms	A DIY platform that enables customized coding	When your DIY platforms needs "just a littlebit extra"	WordPress

Choosing a web platform



	DIY	Agency	Freelancer	Hybrid
Functionality	 Limited, basic options	 Anything is possible	 Depends on skillset	 Advanced options
Ease of use	 Great for beginners	 Requires detailed feedback	 Requires detailed feedback	 Technical skills required
Price	 About \$15-30/month	 At least \$10,000+	 At least \$1000+	 Free - \$100s/month
Customization	 Limited template designs	 Anything is possible	 Depends on skillset	 Advanced templates
Technical	 No coding required	 No coding required	 No coding required	 Moderate coding required

Source: <https://99designs.com/blog/web-digital/best-web-platform-small-business/>

Homework from section 1B: Planning for a corporate website/basic concepts

Teamwork - 4 students in 1 team

The objective of this assignment for the students to

- become aware of the various components in the domain name
- understand the concepts and functions on domain name server and web hosting
- be aware of the various platforms available for website development

See details in the pdf (Homework from section 1B)

- (Print and) Fill out the attached tables found from the Homework from section 1B pdf. file
- When analyzing the domain name, pay attention to the type of business/operation the domain is created for.
- When analyzing the web hosts, compare the technical differences and the service levels each provides.
- When analyzing the development platform, pay attention to the design flexibility, customer support and costs of each.
- Prepare to present your slides in class.



Disclaimer

The DEMS material aims to enhance digital marketing skills in higher education, comprehending the essential needs in organizations. You have access to extensive slide sets with in-class activities and assignments, as well as detailed user instructions for teacher.

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