



Erasmus+



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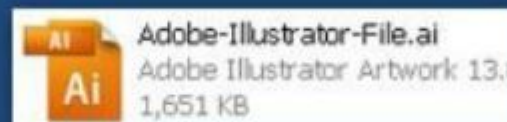
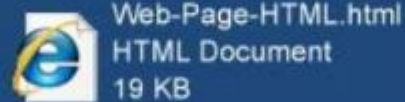
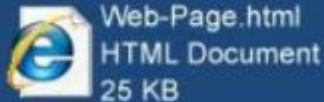
Static Websites

Static Websites



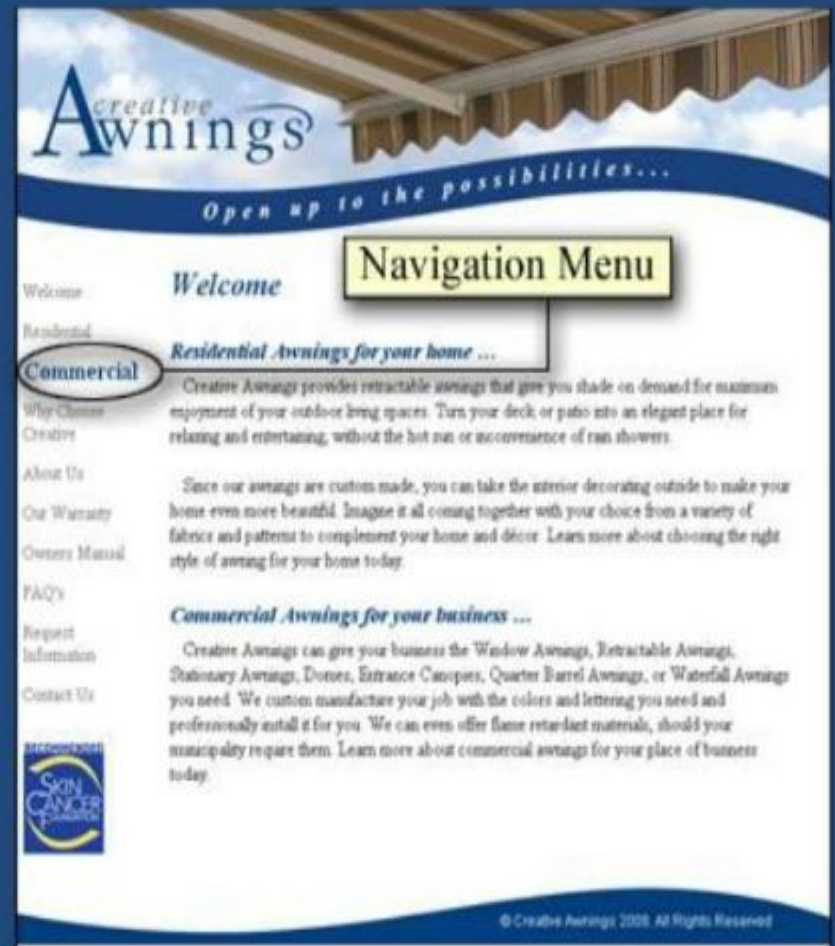
Static Websites - Pages

- Web Pages exist as individual files
- Some file types that may be familiar
 - MS WORD DOC .doc, .docx
 - MS EXCEL .xls, .xlsx
 - ADOBE FILES: .pdf, .psd, .ai.
 - Digital Camera Files .jpg, .tiff
- Examples of typical static web page files
 - .htm
 - .html



Static Website Navigation

- Pages are associated with each other by a menu of links or “Navigation Menu”
- Changes to the main Navigation Menu will require an edit to every web page that contains this menu.
- Web development software can automate Navigation Menu maintenance, but pages will still need to be re-published for changes to take effect.



The screenshot displays the Creative Awnings website. At the top, there is a banner with the company logo and the tagline "Open up to the possibilities...". Below the banner is a navigation menu with the following items: Welcome, Residential, Commercial, Why Choose Creative, About Us, Our Warranty, Owners Manual, FAQ's, Request Information, and Contact Us. The "Commercial" link is highlighted with a yellow box and a red circle. A red line connects the "Commercial" link to the "Commercial Awnings for your business ..." section on the right. The "Residential Awnings for your home ..." section is also visible. At the bottom right, there is a copyright notice: "© Creative Awnings 2008. All Rights Reserved".

Navigation Menu

Welcome

Residential

Commercial

Why Choose Creative

About Us

Our Warranty

Owners Manual

FAQ's

Request Information

Contact Us

Welcome

Residential Awnings for your home ...

Creative Awnings provides retractable awnings that give you shade on demand for maximum enjoyment of your outdoor living spaces. Turn your deck or patio into an elegant place for relaxing and entertaining, without the hot sun or inconvenience of rain showers.

Since our awnings are custom made, you can take the interior decorating outside to make your home even more beautiful. Imagine it all coming together with your choice from a variety of fabrics and patterns to complement your home and décor. Learn more about choosing the right style of awning for your home today.

Commercial Awnings for your business ...

Creative Awnings can give your business the Window Awnings, Retractable Awnings, Stationary Awnings, Domes, Entrance Canopies, Quarter Barrel Awnings, or Waterfall Awnings you need. We custom manufacture your job with the colors and lettering you need and professionally install it for you. We can even offer flame retardant materials, should your municipality require them. Learn more about commercial awnings for your place of business today.

© Creative Awnings 2008. All Rights Reserved

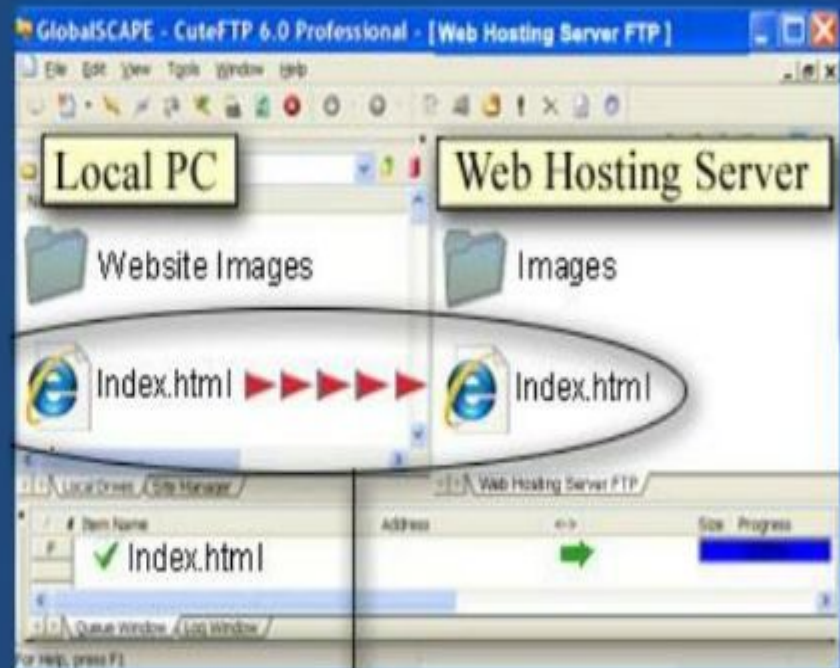
Static Websites - Publishing

- Pages are published by uploading files to a Web Hosting Computer
 - Directly from within the development software
 - By transferring individual or groups of files with a File Transfer program.
 - Maintaining a networked folder with the Web Hosting Server



Static Web Page Files are published by physical transfer from the development PC to a Web Hosting Computer

File Transfer Program



Web Page Files from local pc to web server

Dynamic Websites

Dynamic Websites



Dynamic Websites

- Employ Dynamic pages that exist as files with extensions based on the type of programming used.
 - .jsp , .cfm, .pl, .php, .asp, .aspx
- Pages are *Dynamic* in that they can draw *ever changing* Content from external information sources
- Pages can provide Create, Retrieve, Update, and Delete functions for company records

Lookup Members:

Last Name/Email: Status:

Expired or Not Not Expired Expired

Member Last Name or Email

Last Name	First Name	Email Address	Status
Jack	Nicholson	nicholsonja1@aol.com	Famous
<input type="button" value="Update"/>	Last Name: <input type="text" value="Freeman"/>	First Name: <input type="text" value="Morgan"/>	Email: <input type="text" value=""/>
<input type="button" value="Cancel"/>	Status: <input type="text" value="Famous"/>		
<input type="button" value="Delete"/>			
Keanu	Reeves	keanu@dogstarband.com	Famous
Demi	Moore	dmoore@punked.com	Famous
Charlize	Theron	charlize.theron@berkeley.edu	Famous

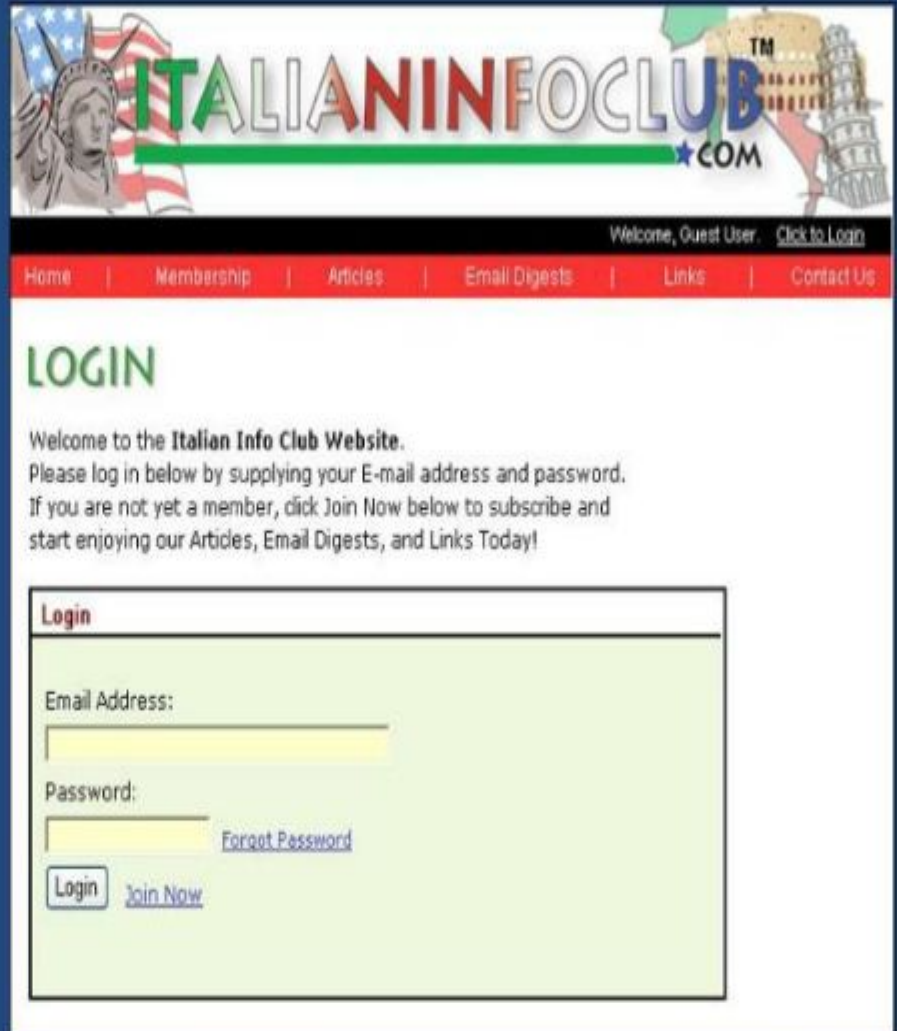
1 2 3 4



Pages may not require republishing

Dynamic Websites - Features

- Your basic “CRUD”
- Pages are capable of providing interactivity such as:
 - Forms to request information or submit sales leads
 - Internal searches within your site
 - Registration and Login, personal profile maintenance, and authenticated/secure access to protected or *premium* content



The screenshot shows the website header with the logo "ITALIANINFOCLUB.COM" featuring the Statue of Liberty and the Leaning Tower of Pisa. A navigation bar includes links for Home, Membership, Articles, Email Digests, Links, and Contact Us. The main content area is titled "LOGIN" and contains a welcome message and a login form.

Welcome, Guest User. [Click to Login](#)

[Home](#) | [Membership](#) | [Articles](#) | [Email Digests](#) | [Links](#) | [Contact Us](#)

LOGIN

Welcome to the **Italian Info Club Website**.
Please log in below by supplying your E-mail address and password.
If you are not yet a member, click [Join Now](#) below to subscribe and start enjoying our Articles, Email Digests, and Links Today!

Login

Email Address:

Password:
 [Forgot Password](#)

[Join Now](#)

Dynamic Websites - Features (continued)




- Dynamic Product Catalogs and online sales (Ecommerce)



Information that is already maintained within company I.T. Systems such as Databases, Spreadsheets, and text files can be leveraged as Web Content.



Access can be granted to allow customers to maintain their own information.

	HT-B8907	Single Price \$555.55 Save 10%	X-Cite 120 Replacement Bulb	All X-Cite 120, X-Cite 120XL and X-Cite 120Q Series Illuminators
HT-B8907	\$500.00	Add to Cart		
	HT-B8903	Single Price: \$165.00 Each	HBO 103 W/2 Mercury Burner	Zeiss, Olympus, Nikon and Leica fluorescence microscopes with HBO 100 lamphouse. Most
HT-B8903	Add to Cart			
	HT-B8952	Single Price: \$146.00 Each	HBO 50 W/2 Mercury Burner	50W fluorescence lamp. Zeiss Axiovert 40, AxioStar, Olympus CK. Any fluorescence
HT-B8952	Add to Cart			

Dynamic Websites - Content Management Systems

Web Content Management System (WCMS)

A web content management (WCM) system is a CMS designed to simplify the publication of Web content to Web sites, in particular allowing content creators to submit content without requiring technical knowledge of HTML or the uploading of files.

- definition from Wikipedia.org

Dynamic Websites – CMS Features

- When new web pages are added, Page Navigation Menus are maintained automatically
- Many Common Interactive and Dynamic Features may be provided such as: forms, articles, blogs, ecommerce, event calendars, forums, etc.
- Pages and sub-pages may be created based on a universal design or template
- Pages may have a modular design featuring panels/areas for information of certain types on select pages



No software installation is necessary, just a web browser.

A screenshot of a web browser window titled 'Welcome To All Squared Web Design - Windows Internet Explorer'. The address bar shows 'http://www.shebuilder.allquared.com/lwz/editor/text_editor.jsp'. The page content includes a header with a woman's image and the text 'All Squared Web Design'. Below this is a yellow box with the text 'Edit Fonts, Colors, Photos, and more'. The main content area is titled 'Add/Edit Content on "Home" Page' and contains a rich text editor toolbar with buttons for 'Clear', 'Cut', 'Copy', 'Paste', 'Undo', 'Redo', 'Image', 'Link', 'Table Properties', 'Font', 'Size', 'Text Style', and 'Remove Format'. The text below the toolbar reads: 'This is a **What You See Is What You Get (WYSIWYG)** Editor. It can be used to edit your web pages from within your browser!'. At the bottom, there is a yellow box with the text 'WYSIWYG Editor for web pages' and two buttons labeled 'SUBMIT' and 'CANCEL'.

Static websites are a better choice when you:

- ✓ are limited in budget and are starting with a core web presence
- ✓ are dealing with 20 pages or less
- ✓ are planning to add new pages occasionally
- ✓ *are assigning maintenance to a provider* or have skilled staff and proper software
- ✓ need of portable, physical web page files

Dynamic websites are a better choice when you:

- ✓ need custom programming to accommodate your unique business needs
- ✓ need pages that must pull information from sources external to the website proper
- ✓ need to be able to easily add and edit web pages (Content) from within a browser
- ✓ need web pages that will display and update records from your information systems
- ✓ need to give one or more staff members access to edit the site
- ✓ need convenient access to setup common interactive features such as Article Publishing, Event Calendaring, Blogs, Secure Login, Ecommerce, and others.

Conclusions

The decision as to which type of website design is right for you should start with an assessment of your business needs. Ask questions like:

- Who will maintain the site when it's complete?
- What are the key features offered in the website hosting:
 - File Space and Bandwidth limits?
 - Email Accounts – Storage size limits, Lists, Webmail and its features?
 - Are website statistics available via web browser?
 - Can Secure Connections be accommodated?
- Do you have qualified staff and the proper software to perform maintenance?

Conclusions

- What functionality is critical to provide to:
 - Prospective Customers
 - Existing Customers
 - Your Staff
 - Your Vendors
 - Others . . .
- What are your criteria for ecommerce?
 - Search enabled product catalog pages
 - Shipping options
 - Compatible payment processing vendors
- Are your needs fairly common ones or are they unique to your industry, products, or services?