

Technical Communication



WEBSITES, PART 1

Process of Creating Websites

2

1. Analyzing you audience and purpose
2. Designing the site and its pages
3. Creating and coding the content
4. Revising and testing the site
5. Launching the site
6. Registering the Site with Search Engines
7. Maintaining the Site

Analyzing Audience and Purpose

3

- **General considerations for technical document**
 - Who are the readers?
 - Why would they come to your site?
 - What kinds of information do they seek?
 - What are your specific goals for this site?

- **Additional considerations for websites**
 - Downloading information?
 - Equipment of your readers?
 - Need to print out the website?
 - Disabilities?
 - Native speakers of English?
 - **Websites are living documents!**

Understanding the Website Medium

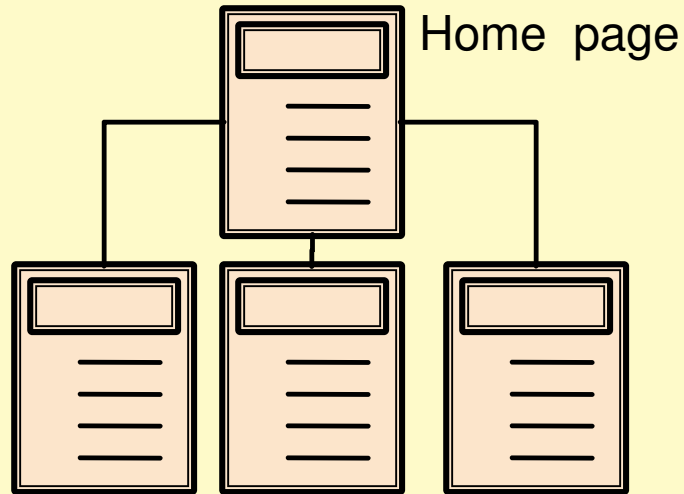
4

- Website fundamentally different than written article
 - Readers tend to jump from place to place
 - Limited attention
 - Information overload
- Organize information hierarchically, NOT linearly
- Simplicity is key.
- Advise about website creation:
 - **W3Schools:** <http://www.w3schools.com/>
 - ✦ Html
 - ✦ Css
 - ✦ ...more
 - **Webmonkey:** <http://www.webmonkey.com/>

Designing the Site and its Page

5

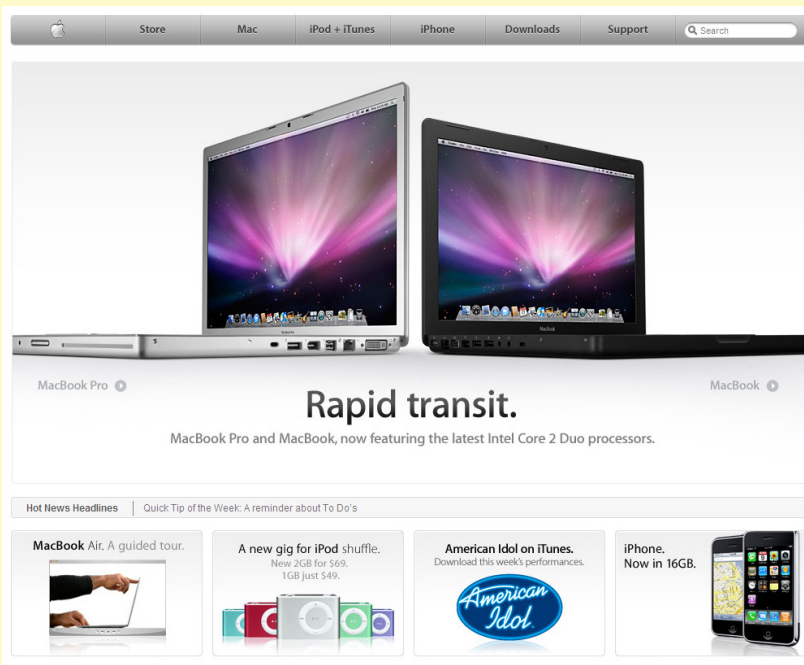
- Hierarchical structure
 - Home page
 - Sub pages
 - Sub-subpages
- A well designed site allows the reader to quickly find all the information they need



Designing the Site and its Page

6

- Consistency
 - Site design must be self-consistent and meet the reader's expectations.



Examples: Universities

7

The screenshot shows the homepage of the University of Tehran. At the top left is the university's logo, a circular emblem with Persian text. To its right is a navigation menu with links for 'Academic centers', 'Computer services', 'Contact us', and 'Links'. Below the logo is a banner for the 'University of Tehran' with the text 'Tehran - Iran' and the URL 'http://www.ut.ac.ir'. The banner features a photograph of the university's main entrance with its iconic arches. Below the banner is a 'Special Events' section with a list of links: 'University of Tehran electronic journal database', 'Islamic Republic of Iran A Member of Global Entrepreneurial Monitor (GEM)', 'Entrepreneurship Development Quarterly', 'President's Message On the Occasion of Inaugural Ceremony of the Faculty of Entrepreneurship', 'Faculty of Entrepreneurship Recruitment of Faculty member', and 'International Council for Science'. On the left side, there is a vertical menu with links for 'UT Overview', 'News & Events', 'Administration', and 'Admission'. At the bottom, there is a search bar with 'Google/UT' and 'Go' buttons, and a 'فارسی' (Farsi) button. Below the search bar are links for 'Site Map', 'Photo Gallery', 'University Songs', 'UT Screen Saver', and 'Campus Map'. The footer contains the copyright notice '© 2004, University of Tehran, Informatics Center, Tehran, Iran' and a suggestion email 'wwwadm@ut.ac.ir'. The logo for 'Tehran University of Medical Sciences' is also visible in the bottom left corner.

Examples: Universities

8

 **Washington University in St. Louis**

Search [Directory](#) [Calendar](#) **Quicklinks** ▼

Prospective Students
Students
Faculty & Staff
Alumni, Parents, & Friends

Academics & Research
Admissions
Medicine & Health Care
Libraries
WUSTL & the Community
Athletics

News

- Unique radiology center puts research scanners in the heart of a hospital
- Proposed Missouri bill might have opposite effect
- Gene linked ALS may play role in common dementia
- View all news stories/news media resources

 Draft sequence of genome unveiled

Events & Announcements

- The University remains open Tue., March 4
- Energy, Environment & Sustainability
- McDonnell International Scholars
- Danforth University Center
- Debate 2008

 **Local Highway Construction Update**



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Examples: Universities

9

tuesday, march 4, 2008

MIT massachusetts institute of technology

about mit
facts, visit, map, energy, global MIT

news
research news, by topic, for media

education
schools+departments, OpenCourseWare

admissions+financial aid
undergrad, grad, professional

research
labs+centers, libraries

offices
services, jobs, giving, Commencement

community
students, faculty, parents, alumni

calendars
events, academic, arts, athletics

video
courses, lectures, videos by+about MIT

search
 MIT Google People Offices

spotlight: **power to the people**
MIT-devised solar array helps generate electricity and local business in Lesotho



headlines from MIT

- ◆ Team probes mysteries of oceanic bacteria: wee creatures are key to Earth's environment
- ◆ MIT responds to Senate request for tuition, financial aid and endowment figures
- ◆ Community mourns death of senior Robert M. Wells, 22

more headlines...

events

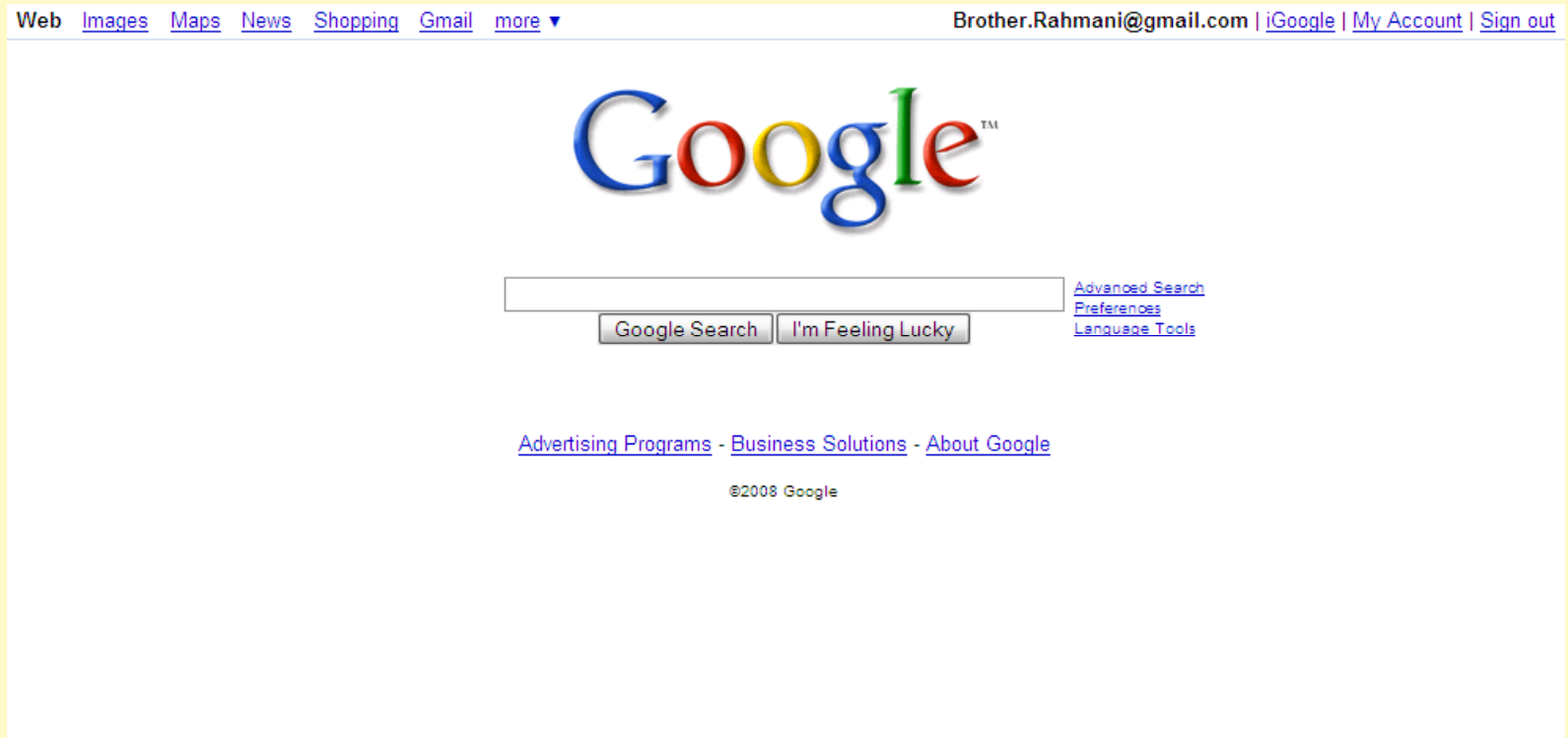
- ◆ Busily engineering an energy network: Bob Metcalfe discusses the Enetnet - March 4
- ◆ An evening with Pulitzer Prize winner Jhumpa Lahiri - March 4

more events...

photo by: Amy Mueller, 'G

Examples: Search Engines

10



Examples: Search Engines

11

The screenshot shows the Microsoft Live Search homepage. At the top right, there are links for [English \(United States\)](#), [Personalized page](#), and [Sign out](#). Below this is a navigation bar with tabs for [Web](#), [Images](#), [Video](#), [News](#), [Maps](#), [MSN](#), and [More](#). The main search area features the **Live Search** logo, a search input field, a **Search** button, and an [Options](#) dropdown menu. Below the search bar, there is a link: [See who's in & who's out with Live Search Celebrity xRank.](#) Further down, there are links for [Windows Live](#), [Hotmail](#), [Spaces](#), and [OneCare](#), followed by the text: "Free installation of Windows Live Messenger, Mail, and more. [Get them now!](#)" At the bottom, there is a footer with links for [© 2007 Microsoft](#), [Privacy](#), [Legal](#), [Advertise](#), [For Webmasters](#), [Help](#), [Account](#), and [Feedback](#).

Examples: Search Engines

12

Get Y! Toolbar Yahoo! Search Marketing: Get listed in search results. Learn how.

YAHOO! Web Images Video Local Shopping more **Web Search**

Yahoo! Home My Yahoo! Mar 4, 2008 Page Options

Featured Entertainment Sports Video

Working more, sleeping less
Workers are spending more time doing additional work from home, on top of a 9-½ hour average work day. [» Poll](#)
• Hard-working boss? Workers disagree
[Find workaholic relationship fixes](#)

Americans are working harder on less sleep Skier BASE jumps 250 feet off Mt. Hood
Most-hyped NFL free agent signs deal Top 10 'Star Trek' tech that became real
[» More Featured](#)

In the News World Local Finance

As of 10:50 a.m. IST

- U.N. helicopter flying in bad weather crashes in Nepal, killing 12
- California high court to hear San Francisco gay marriage case
- Teens allegedly spent a month plotting Texas family's murders
- Obama backs Bush administration's policy of shunning Hamas
- Congressional incumbents are on shaky ground | '08 campaign
- Disgraced media baron Conrad Black begins jail term for fraud
- Bai Ling charged with shoplifting batteries, magazines at LAX
- NBA · NCAA Hoops · NHL · NASCAR · MLB · Soccer · UFC

[» More: News | Popular | Election '08](#)

Markets: Dow: **-0.1%** Nasdaq: **-0.6%** Sponsored by: **Scottrade**

Marketplace
 Expand your business globally
Buy and sell products on the worlds leading B2B online marketplace. Set up a free account now.
Go to Yahoo! Shopping and save on the hot new styles.
Yahoo! Autos - Everything you need to buy a new or used car.
Uncooperative PC affecting your productivity? - See 10 quick ways to fix up your workstation on Yahoo! Tech.

Available sport-tuned suspension
 All-new ASTRA
EPA-est. 32 Hwy MPG w/Manual Transmission.
Ridiculously fun to drive. [FIND OUT MORE](#)
Rethink. SATURN
Visit Saturn.com · Ad Feedback

Be a Better Gadget Guru
Find deals on over 1,000,000 electronics
Cell Phones Televisions MP3 Players Cameras GPS

Pulse - What Yahoos Are Into
Popular Candid Celebrity Photos
 [» More omg!](#)

- Victoria Debuts Her...
- John Stamos Says Aloha!
- Rappers 'Rip the Runway'
- A Star-Studded "TRL"...
- Heidi Klum's Kindergarten
- Amy's Sweet Tooth

Today's Top Searches
1. Rachel Bilson 6. Van Halen

Small Business

- Get a Web Site
- Domain Names
- Sell Online
- Search Ads

Featured Services

- Downloads
- Health
- Kids
- GeoCities
- Buzz
- Y! International

Creating and Coding the Content

13

- **Creation**
 - Gather context
 - ✦ Text
 - ✦ Graphics
 - Ensure that your content is easily downloadable.
 - ✦ Photoshop

- **Coding**
 - Html, XML, CSS, ect...
 - BUT, you can just use a software package
 - ✦ Don't really need to learn how to directly code a website.

 - Software packages, offline
 - ✦ Microsoft word
 - ✦ Microsoft Frontpage
 - ✦ ...
 - Software packages, online
 - ✦ Google
 - ✦ Microsoft Live
 - ✦ Yahoo!

Revising and Testing the Site

14

- Test the site as you would a written document
 1. Check main points. Make sure they are clear.
 2. Check supporting points and details.
 3. Consider the tone of the document.
 4. Check the format.
 5. Proofreading (spelling, grammar, ect)..

- Additional testing and revision for websites
 1. Does webpage load correctly?
 2. Do the links work?
 3. Is the email contact correct?
 4. Check different browsers.
 - ✦ Internet Explorer
 - ✦ Firefox
 5. Check different resolution
 - ✦ 1024x768 (standard)

Launching the Site

15

- **Normal process (offline)**
 - Create the website locally
 - Upload the files (ex: FTP)

- **Alternative process (online)**
 - Website was created using an online service
 - ✦ (Google, Live, Yahoo, ect).
 - Still need to publish the site.

- **Important to test the site again after launching.**

Registering the Site with Search Engines


16

- Search engines work automatically
 - Google and other search engines will add you site eventually, probably.
- Better to directly register you site with different search engines.
 - Will allow you to have some control over the keywords
 - Will allow your site to show up sooner.
- Sponsored links
 - Pay money to search engine
 - ✦ Pay-per-click
 - Your site will show up at top of rankings
 - ✦ Based on keywords

Registration: Google

17

- www.google.com/addurl/

**Add your URL to Google**

[Home](#)
[About Google](#)
[Advertising Programs](#)
[Business Solutions](#)
[Webmaster Info](#)
▶ [Submit Your Site](#)

Find on this site:

Share your place on the net with us.

We add and update new sites to our index each time we crawl the web, and we invite you to submit your URL here. We do not add all submitted URLs to our index, and we cannot make any predictions or guarantees about when or if they will appear.

Please enter your full URL, including the `http://` prefix. For example:
`http://www.google.com/`. You may also add comments or keywords that describe the content of your page. These are used only for our information and do not affect how your page is indexed or used by Google.

Please note: Only the top-level page from a host is necessary; you do not need to submit each individual page. Our crawler, Googlebot, will be able to find the rest. Google updates its index on a regular basis, so updated or outdated link submissions are not necessary. Dead links will 'fade out' of our index on our next crawl when we update the index.

URL:

Comments:

Optional: To help us distinguish between sites submitted by individuals and those automatically entered by software robots, please type the squiggly letters shown here into the box below.



Need to remove a site from Google? For more information, [click here](#).

Other Options

Instant Ads on Google

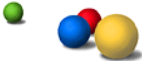
Create your own targeted ads using [AdWords](#). With credit card payment, you can see your ad on Google today.

Google AdSense for Web Publishers

Publish ads that match your content, help visitors find related products and services – and maximize your ad revenue. [Learn more](#).

Google-Quality Site Search

Reduce support costs, keep users on your site longer, and turn browsers into buyers with the [Google Search Appliance](#) or [Google Mini](#).

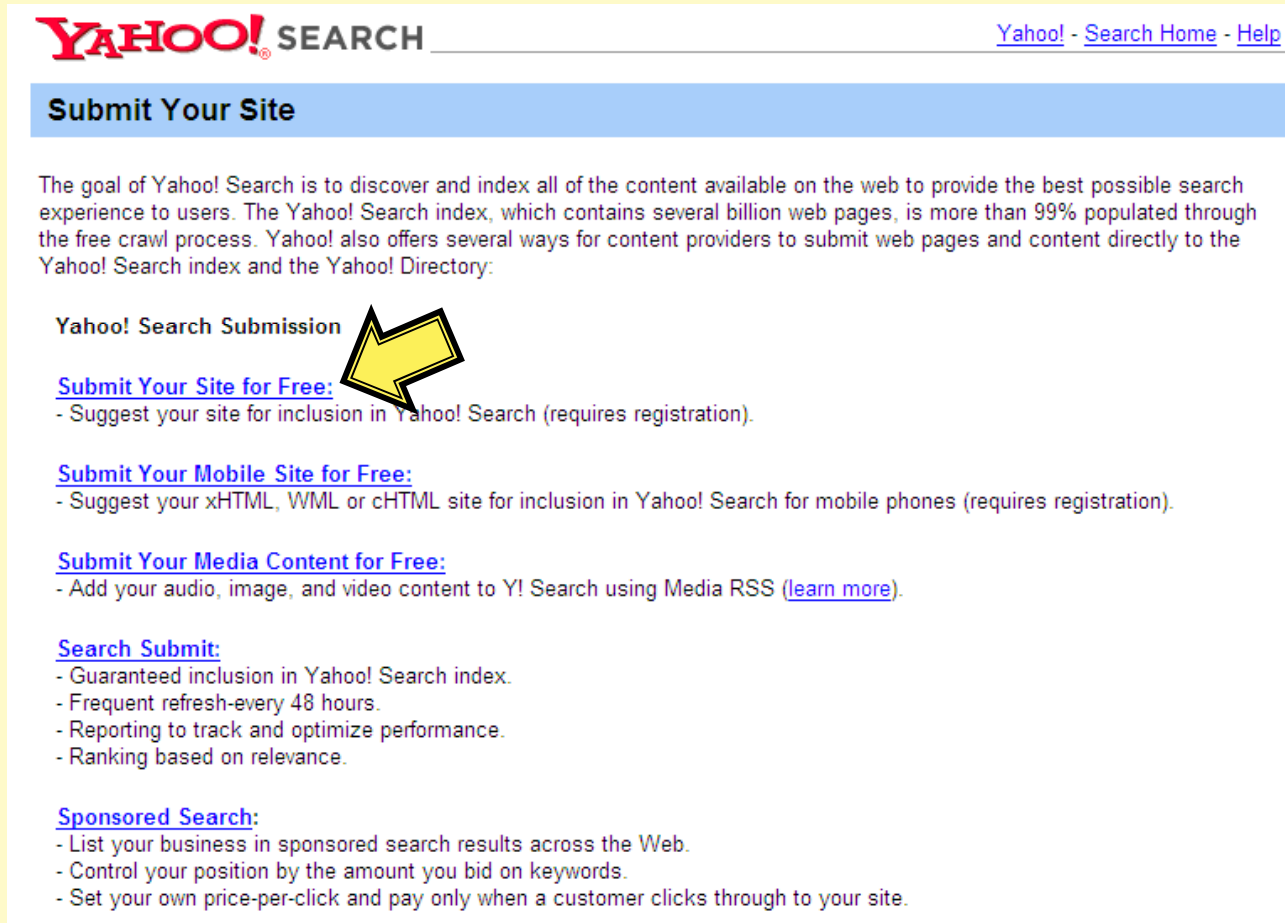


©2006 Google - [Home](#) - [About Google](#) - [We're Hiring](#) - [Site Map](#)

Registration: Yahoo!

18

- <http://search.yahoo.com/info/submit.html>




YAHOO! SEARCH [Yahoo!](#) - [Search Home](#) - [Help](#)

Submit Your Site

The goal of Yahoo! Search is to discover and index all of the content available on the web to provide the best possible search experience to users. The Yahoo! Search index, which contains several billion web pages, is more than 99% populated through the free crawl process. Yahoo! also offers several ways for content providers to submit web pages and content directly to the Yahoo! Search index and the Yahoo! Directory:

Yahoo! Search Submission

[Submit Your Site for Free:](#) 
- Suggest your site for inclusion in Yahoo! Search (requires registration).

[Submit Your Mobile Site for Free:](#)
- Suggest your XHTML, WML or cHTML site for inclusion in Yahoo! Search for mobile phones (requires registration).

[Submit Your Media Content for Free:](#)
- Add your audio, image, and video content to Y! Search using Media RSS ([learn more](#)).

[Search Submit:](#)

- Guaranteed inclusion in Yahoo! Search index.
- Frequent refresh-every 48 hours.
- Reporting to track and optimize performance.
- Ranking based on relevance.

[Sponsored Search:](#)

- List your business in sponsored search results across the Web.
- Control your position by the amount you bid on keywords.
- Set your own price-per-click and pay only when a customer clicks through to your site.

Registration: Microsoft Live


19

- <http://webmaster.live.com/>

Live Search Home Hotmail Spaces OneCare

Live Search Webmaster Center

Take advantage of everything Live Search has to offer and get the best results possible for your business or website. [Learn more](#)



Webmaster Tools (beta)

[Sign in to use the tools](#)

Use the Webmaster Tools to troubleshoot the crawling and indexing of your website, submit sitemaps and view statistics about your websites.

Drive more traffic

Submit your content to Live Search to drive more traffic to your website and more customers to your business.

- [Books](#)
- [Business listings](#)
- [Product information](#)
- [Submit your website's URL](#)
- [Videos](#)

Enhance your website

Use Microsoft products and services to enhance your website.

- [Custom search engine](#)
- [Virtual Earth map](#)

Find technical support

Get the information you need from Microsoft and the Webmaster community.

- [Technical documentation](#)
- [Webmaster forum](#)
- [Webmaster blog](#)
- [Feedback](#)

Maintaining the Site

20

- **Keeping your Site Current**
 - Add new information
 - Delete old information
 - Test for link rot
 - Solicit comments from users
- **Maintenance is often done by a webmaster.**
- **Website is a living document**
 - Site can be revised and re-launched many times