



Rich Malloy, *Instructor*

THE 1-HR WEBSITE

Agenda

- What Is the Internet?
- What Is the Web?
- What Is a Website?
- What Is WordPress?
- How to Get Started with WordPress


What Is the Internet?

But first ...

What Is a *Network*?

What Is a **Computer Network**?

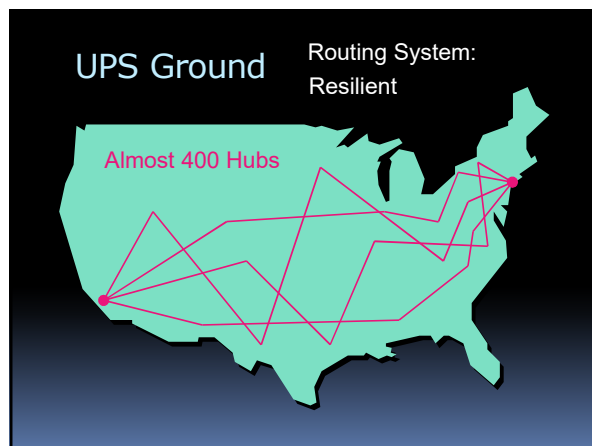
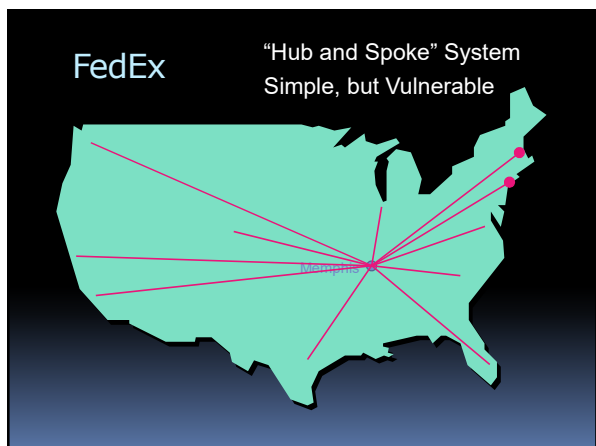
- A Connection between:
2 or more computers
- Usually uses Ethernet cable
- But can be a wireless



What Is the **Internet**?

- **A Network ...
of ...
Networks**
- Many small networks interconnected
- Spans the whole world

WHAT DOES THE INTERNET LOOK LIKE?



The Internet Is Like UPS

- Our messages are routed through any number of different computers
- We don't care which ones
- As long as they get there

Warning: Some computers on the Internet can be malicious

Accessing the Internet

- **Cable Company**
- **Phone Company**
- Cellphone Company
- Satellite

Many Uses for the Internet:

- World Wide Web
- Email
- Instant Messaging
- File transfers (FTP)
- Telephony (VoIP)
- Newsfeeds (RSS)
- Remote control of computers

The Most Important

Required Software

Internet Feature	Software Required
▪ World Wide Web	▪ Web Browser
▪ Email	▪ Email Client

An Analogy

- The Internet ▪ The Highway System
- The Web ▪ Stores, restaurants,
 gas stations, hotels
- The Browser ▪ Your car

Key Points on the 'Net

- A **network** connects computers together
- The **Internet** connects networks together
- The **Worldwide Web** is one of many features available on the Internet

Review – The 'Net

True or False:

- ~~All Internet traffic goes thru Memphis~~
- ~~All Internet connections are secure~~
- Internet used only for Web browsing



WHAT IS THE WEB?

What's the "Web"?

World Wide Web, made up of
Web servers (on large computers)

Web sites (or Web domains)

Web pages

HTML code

This Is Ordinary Text:

Web pages are ordinary text files, much like the files created by word-processing software. However, the text must be formatted according to a generally accepted standard, and the standard format used on the Web is the Hypertext Markup Language (HTML).

And This Is Hypertext:

Web pages are ordinary text files, much like the files created by [word-processing software](#). However, the text must be **formatted** according to a generally accepted standard, and the standard format used on the Web is the [Hypertext Markup Language \(HTML\)](#).

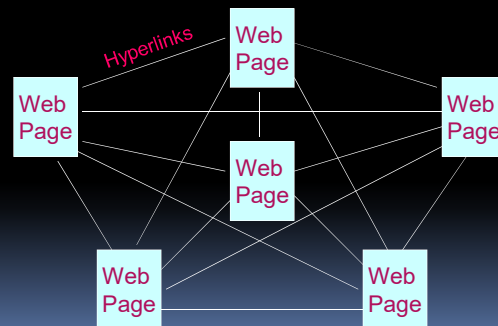
Hyperlink

Hypertext Markup Language

- Consists of **tags** and text:

```
<html>
<head>
<title>Simple Web Page Example</title>
</head>
<body>
<h1>Simple Web Page</h1>
<p>This is an example of a simple Web page.</p>
```

Thus, We Call It a Web



Programs to Read Web Pages

Web Browsers:

- Google Chrome
- Microsoft Internet Explorer
- Apple Safari
- Mozilla Firefox

Different Views

- Each browser shows a web page slightly differently
- Each type of device can show a web page differently
 - PC
 - Tablet
 - Phone

World Wide Web Addresses

- www.cnn.com/showbiz/movies.htm
- Uniform Resource Locator (**URL**)
- No spaces
- Sometimes case sensitive
- Uses HTTP
(Hypertext Transfer Protocol)

<http://www.cnn.com/showbiz/movies.htm>

Web Address Components

<http://www.cnn.com/showbiz/movies.htm>

What Does It Mean?

Web Address Components

<http://www.cnn.com/showbiz/movies.htm>

Web Protocol

Protocol:
How your computer will interact
with other computers

E.g., Hypertext Transfer Protocol

Web Address Components

<http://www.cnn.com/showbiz/movies.htm>

Domain Name

The main name for your website

Web Address Components

<http://www.cnn.com/showbiz/movies.htm>

Top-Level Domain

TLD: The type of domain

Web Address Components

<http://www.cnn.com/showbiz/movies.htm>

Folder

A folder on the web server computer
containing several files

Web Address Components

http://www.cnn.com/showbiz/**movies.htm**

Web Page Filename

The name of the web page you want to look at

Name That **Top-Level Domain**

.com	Commercial
.edu	Educational
.gov	Government
.org	Non-profit organization
.us	United States
.ca	Canada

New Top-Level Domains

.accountants
 .actor
 .adult
 .agency
 .apartments
 .attorney
 .auction
 .audio
 .autos
 .bar
 ... and 1,000 others

How Does a Browser Work?

- Browser sends message to a web server computer
- Web server sends page back to browser
- Browser displays graphical version of page

WHAT IS A WEBSITE?

A Website

- A collection of files ...
- On a PC ...
- Running a web server program

Types of Files on a Website

- Web pages
- Pictures
- Style sheets
- Scripts

WHAT IS WORDPRESS?

WordPress

- A website (wordpress.com)
- Which runs a program
- Which hosts your website
- Which enables easy changes

About WordPress

- Started by Matt Mullenweg, 2003
- "Open Source" software
- Originally for **blogs**
- Managed by Automattic



WordPress: Pros & Cons

- | Pro | Con |
|----------------|----------------------|
| ▪ Easy to use | ▪ Designed for Blogs |
| ▪ Low cost | ▪ Limited features |
| ▪ Very popular | ▪ "Training wheels" |

What Is a Blog?

- Short for: Web Log
- Series of changing stories
- Like a magazine or journal

Companies Prefer **Static Sites**

- Unlike a blog, few changes
- Less maintenance, updates
- WordPress does well with static sites

Who Is Using WordPress?

- The New York Times
- People Magazine
- National Geographic
- Forbes
- CNN
- NFL

Room to Grow: WordPress.org

- Very flexible and powerful
 - Many **plugins** available
- You supply the host
- Still low cost
- You are responsible for security

WordPress Alternatives

- Google Sites
- Blogger
- Wix
- Weebly
- SquareSpace
- Shopify

HOW TO GET STARTED WITH WORDPRESS

Getting Started – 1

1. Organize your PC
2. Download files
3. Sign in to WordPress.com
4. Create a site
5. Customize the site
6. Add a Banner Image

Getting Started – 2

6. Convert Blog to a Static Site
7. Set up the Home page
8. Add a picture to a page
9. Add a second page
10. Work on your own website