



Rich Malloy, *Instructor*

THE 1-HR WEBSITE

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Agenda

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

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What Is the Internet?

But first ...

What Is a *Network*?

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What Is a **Computer Network**?

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

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What Is the **Internet**?

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

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An Analogy

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

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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

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WHAT IS THE WEB?

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What's the "Web"?

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

Web sites (or Web domains)

Web pages

HTML code

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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).

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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

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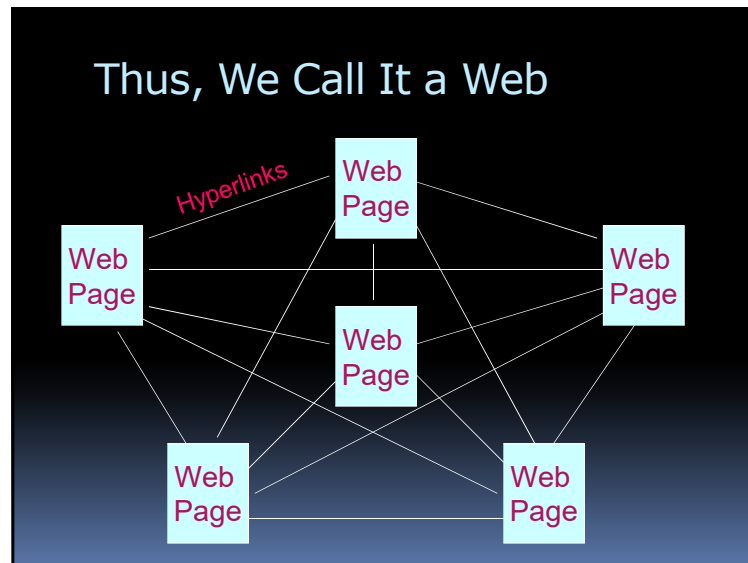
Hypertext Markup Language

- 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>
```

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Thus, We Call It a Web



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Programs to Read Web Pages

Web Browsers:

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

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Different Views

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

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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`

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Web Address Components

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

What Does It Mean?

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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

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Web Address Components

[http://**www.cnn.com**/showbiz/movies.htm](http://www.cnn.com/showbiz/movies.htm)

Domain Name

The main name for your website

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Web Address Components

[http://www.cnn.**com**/showbiz/movies.htm](http://www.cnn.com/showbiz/movies.htm)

Top-Level Domain

TLD: The type of domain

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Web Address Components

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

Folder

A folder on the web server computer containing several files

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Web Address Components

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

Web Page Filename

The name of the web page you want to look at

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Name That **Top-Level Domain**

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

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New Top-Level Domains

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

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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

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WHAT IS A WEBSITE?

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A Website

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

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Types of Files on a Website

- Web pages
- Pictures
- Style sheets
- Scripts

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WHAT IS WORDPRESS?

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

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About WordPress

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



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WordPress: Pros & Cons

Pro	Con
<ul style="list-style-type: none">▪ Easy to use▪ Low cost▪ Very popular	<ul style="list-style-type: none">▪ Designed for Blogs▪ Limited features▪ "Training wheels"

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What Is a Blog?

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

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Small Companies Prefer Static Sites

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

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Who Is Using WordPress?

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

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Room to Grow: WordPress.org

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

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WordPress Alternatives

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

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HOW TO GET STARTED WITH WORDPRESS

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Create Your First Site

1. Organize your PC
2. Download files
3. Create a WordPress account
4. Create a site
5. Customize the site ID
6. Add a Banner Image

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Create Your First Site – 2

7. Set up the Home page
8. Add a picture to a page
9. Add some news items (blog)
10. Make adjustments for Google

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Go to:

bit.ly/myfirstwpsite

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