WORKSHEET 12

School: Ba Sangam College   **Year / Level: 13**
Subject: Computer Studies   **Name of Student**: _____

Strand	3 – Application Packages
Sub strand	3.1 – Web Designing
Content Learning Outcome	Discuss and develop web design skills

Website Hosting

- ❖ Putting web site on the internet
- ❖ Website hosting is a service that allows organizations and individuals to post a website or webpage onto the internet.
- ❖ For most organizations there are only two options in this regard:
  1. Invest in a self-made infrastructure
  2. Find an external host.
- ❖ **Service Level Agreement (SLA)**
  An SLA is a contract that stipulates commitments about the quality of service a Host will provide. Some of the most important aspects to include are:
  1. Availability – At least 99.9% should be demanded as a minimum, though up to 100% is offered by many hosts.
  2. Reliability – At a maximum, no more than 1 or 2 unplanned outages should occur per year, i.e. the site should not be falling over every day.
  3. Responsiveness - There should be no decline in the speed of the website below a certain agreed number of concurrent visitors, e.g. 1000.
- ❖ **Website Addresses /Domain Names**
  Every device on the internet has a unique number called an IP address attached to it, e.g. 123.456.789.012. However, strings of numbers are difficult to remember, so a parallel system is also available.
  - **Subdomain**: By convention this is www
  - **Second-level domain name**: This is usually the name of web organisation.

- **Top-level domain name**: This can include .com, .org, .ie, etc.

Website Publicity

- ❖ Advertising a site to increase the traffic to the site.
- ❖ Two ways to promote website are:
  Online Publicity – encompasses promotional activity that occurs over the internet. The production of clear and concise content helps Search Engines to identify the subject matter of a website. This makes them much more likely to direct traffic to it.
  Offline Publicity – encompasses promotional activity that does not occur primarily over the internet. These may include:
  1. Web site web address on all company stationery.
  2. Invite the printed media to review a website.
  3. Engage a public relations company for standard advertising, e.g. in a printed journal.

Website Review

- ❖ Monitoring the site at regular intervals to measure its success.
- ❖ The purpose of a review is to establish if Website Goals are being achieved and, if not, what corrective action is needed.

ACTIVITY

1. Discuss in brief the website hosting, publicity and review process. (3 marks)

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2. Explain what SLA is. (1 mark)

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3. Differentiate between online and online publicity. (2 marks)

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4. What is the purpose of website review process? (1 mark)

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5. **Essay Question: Ref FY13CE2018**

QUESTION 4   WEB DESIGNING   **(10 marks)**

A digital web presence enables the content such as texts, images and videos to be displayed on the internet.

With reference to the above statement, discuss:

- **five** activities a web designer needs to consider in website planning.   **(5 marks)**
- **four** widely used content formats on the web.   **(4 marks)**

Use the information given below to write an essay of approximately 200 words in an appropriate format.

five (5) activities a web designer needs to consider in website planning	
1. Setting the scene —industry and market trends: what web designer's peers are doing , technology , online society 2. The cost of development — budget and time 3. Setting SMART goals — specific, measureable , achievable, realistic and timely 4. Users needs — who do you want to use the website, what do they want 5. Researching users needs - get out and talk to the audience.	(1 mark per activity)
four (4) mostly widely used content formats on the web.	
1. Plaintext- can be authored in any word processor 2. Video & audio — expensive to produce 3. Flash — format that allows for highly interactive applications , games and other contents 4. Portable document format (PDF)- preserves the look or original documents 5. Other content options eg widgets — embedded feature from another site 6. Mash up — a link between data on web designer's site and some other site.	(any 4, 1 mark each)