

## Is Website Tech III

### Final Project Instructions

- The project is due on the scheduled presentation day.
- Create 5-10 pages web site.
- Please be consistent in your design.
- Use checklist before submitting/uploading your web site (see below)
- Your website must be presented in class
  1. Present your idea, do you intend to...
    - Entertain?
    - Provide information?
    - Offer a service or services?
    - Offer a product or products?
  2. Who is your target audience
  3. Business goals
  4. Technical requirements
  5. Formulate the design

Navigation is the most important aspect of a web site. It provides a visual means for demonstrating the hierarchy of information to be found. Good navigation often reflects good site structure.

#### Page Structure:

##### **Size of each page 600 X 800 or 1024x 768 pixels**

A main site **home page** located in the **root** (base of the site) **directory** (usually called **index.html**)

A **graphics** folder (contains all the images)

Place the most **important information** at the top - "above the fold" - viewable without scrolling down. **Important items** should appear **higher** on the page so users can locate them quickly. Put items which are **repeated** across the web site, such as the **logo, navigation** and **search** box, in a **consistent position** on all pages.

Ideally **shouldn't scroll** excessively - split content onto several pages if necessary Users **dislike horizontal scrolling**

Title of each page (in the <head> of each page) Keep it **relevant** to current page

#### Site Map

Create a **separate page** which shows a **site map**. Create **hierarchical structure** of the site with **links** to all relevant pages. Have a **prominent link** to the site map from **every page**

#### Images/ Graphics

All images must have ALT tag description

If you have a logo it must be linked to your main page

(**Make sure there is a textual link to home** on all pages for visitors who aren't familiar with the logo being a link)

**Links:** Differentiate between **internal** links (links within the web site) and **external** links (links to other web sites).

If you are linking to an **external web site**, try to include the full web site address (e.g.

<http://www.kingsborough.edu>) **in the text**

Home link, **Not** necessary on actual home page

All pages should have Links to **other areas** of the site including a link to home page

**Search** Free search for small web sites: <http://www.atomz.com/>

**Meta tags** Make sure the <title> tag is immediately after the <head> tag. Write a **keyword rich description** for each page. **Don't use the same description** across the site. Place **all relevant keywords in the meta keywords content**, include different spellings etc

**Checklist:**

- Spelling and grammar
- Site includes critical information (contact, mission, what the company does)
- All pages have titles
- All images have <alt> tags
- Image quality is acceptable
- Images aligned properly
- All links tested on all pages
- Metatags are present on every page (keywords, description)
- Email links are tested
- Website displays (tested) properly in Netscape, Explorer and Mozilla Firefox
- Download time is acceptable
- Copyright are present

**Useful Link:** Understanding the Google webmaster guidelines <http://www.feedthebot.com/>