

PREPARING YOUR SITE FOR THE WEB

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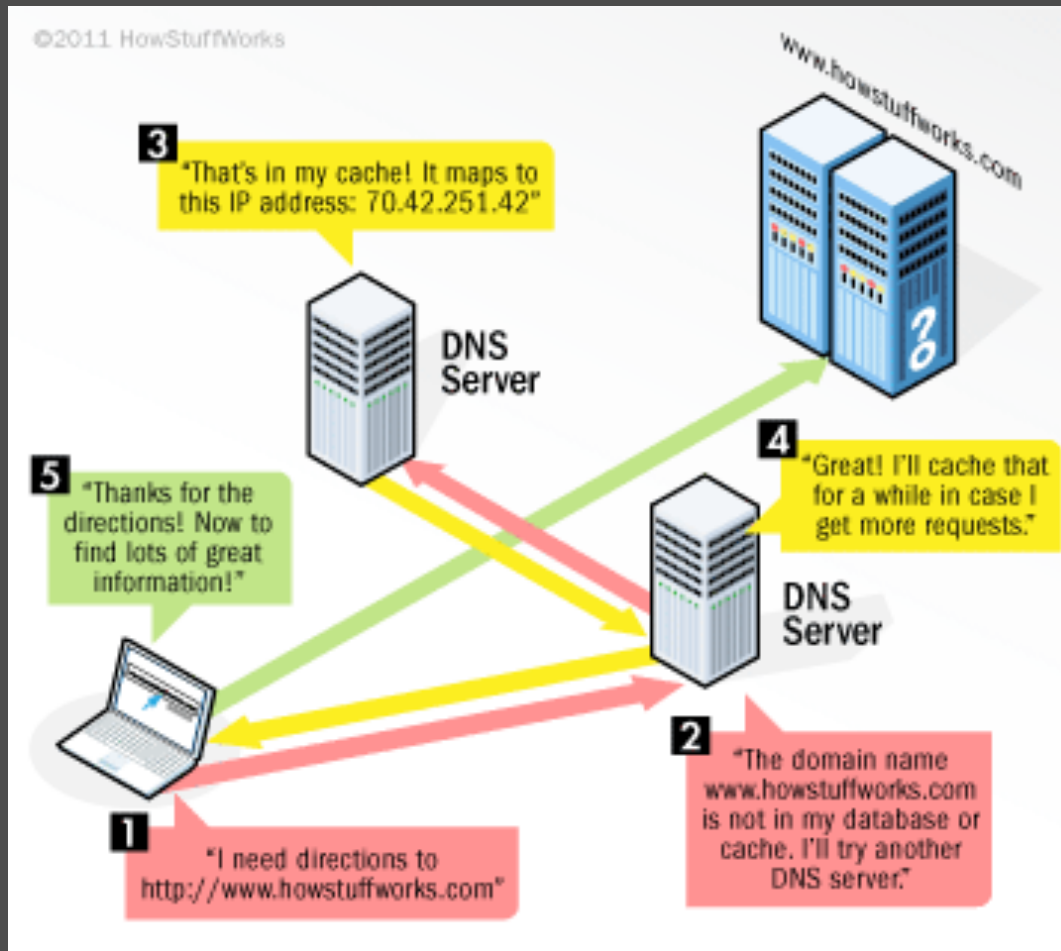
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Agenda

- ⦿ Life After 50...
- ⦿ Domain Names
- ⦿ Hosting
- ⦿ Cross Browser/Platform Compatibility
- ⦿ Error Handling and Other Server Magic
- ⦿ Performance Optimization
- ⦿ Search Engine Optimization
- ⦿ Good Resources

Domain Names



Domain Names

- ⦿ Registering for a domain name
 - Godaddy.com
 - NameCheap.com
 - Active-Domain.com
 - ~~NetworkSolutions.com~~
- ⦿ Name Servers
- ⦿ WHOIS

Hosting

- ⦿ Shared/VPN/Semi-Dedicated/Dedicated
- ⦿ Popular Hosts
 - HostGator
 - DreamHost
 - MDDHosting
 - ~~GoDaddy~~
 - ~~Free~~
- ⦿ Control Panels
 - CPanel
 - DirectAdmin
 - DreamHost Panel

Hosting

⦿ How to choose?

- Operating System
 - Server: Apache/LiteSpeed/other
- Add-on Domains/Subdomains
- Bandwidth
- Disk Space
- (MySQL) Databases
- Languages
- Cron Jobs
- FTP Accounts
- SSL
- SSH

Hosting

- ⦿ Performance!
 - Uptime
 - Response Time
 - Pingdom.com
 - Host-tracker.com
- ⦿ Support
- ⦿ Reliability

Whew!



Cross-Browser Compatibility

- Firefox, Mobile Firefox, Chrome, Mobile Chrome, Safari, Mobile Safari, Internet Explorer, Mobile Internet Explorer, Opera, Opera Mobile ...
- AHHHHHHHHHHH!!
- “Well, that HTML/CSS/Javascript worked! Great, let’s move on...”

Principles of Cross-Browser Compatibility

- Use only standard HTML/CSS/Javascript
- But then Javascript, many versions
 - `Document.getElementsByClassName()`
- CSS, many versions
 - `-moz-`
 - `-webkit-`
- !!! validator.w3.org !!!

Solution?

- ◎ Use libraries and frameworks
 - Help simplify standardization process
 - Bootstrap/Gumby 960/etc.
 - JQuery/Dojo/Prototype/MooTools/etc.
- ◎ Don't code from scratch
 - WordPress
 - Joomla!
 - Drupal
 - SMF/MyBB/phpBB/VBulletin/IP.Board

Solution #2

- ⦿ Test test test...
- ⦿ Internet Explorer...
 - A little history with IE 6
- ⦿ Browser Screenshots to check CSS
 - browserlab.adobe.com
 - browsershots.org
- ⦿ Browsers to check Javascript
 - Virtualization (e.g. Bootcamp, VMWare)
 - Spoon.net

Errors!

- ⦿ 400 – Bad Request
- ⦿ 401 – Unauthorized
- ⦿ 403 – Forbidden
- ⦿ 404 – Not Found
- ⦿ 500 – Internal Server Error
- ⦿ ...

.htaccess

- ◉ Directory level configuration file that allows for decentralized management of web server configuration
- ◉ Controls
 - Cache Settings
 - URLs
 - Authentication
 - Blocking (IP addresses, domains, etc.)
 - MIME types (treat .zhao as php code)
 - **Error Responses!**

Error Handling!

- ⦿ `ErrorDocument 404 /errors/404.php`
- ⦿ `ErrorDocument 500 /errors/500.php`
- ⦿ For more .htaccess magic, see <http://www.javascriptkit.com/howto/htaccess.shtml>



BeStAFVONU2RE

Onlylolgifts.tumblr.com

abc

Performance Optimization

- ◉ Image Optimization
 - Adobe Photoshop
 - webresizer.com
- ◉ Minify code
 - See www.google.com
 - <http://minify.avivo.si/>
- ◉ Speed up your scripts
 - Are you doing extra work?
- ◉ Optimize your database tables
 - Indexes, etc.
- ◉ Caching
- ◉ CDNs (e.g. CS 50 CDN)
 - Cloudflare

Search Engine Optimization

- ◎ SEO → shrouded in mystery
- ◎ <http://www.google.com/webmasters/docs/search-engine-optimization-starter-guide.pdf>
- ◎ Keep content fresh
- ◎ Deep links are important
- ◎ Accurate page titles
- ◎ No errors
- ◎ Fast load time

Other Good Resources

- ⦿ Google Webmaster Tools
 - Track errors, indexing of your site, etc
- ⦿ Google Analytics
 - Track your visitor demographics and your site growth
- ⦿ Google Apps
- ⦿ Firebug / Web Developer Extension
- ⦿ W3Schools

Thanks! :)

