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**Web Site Development:**  
**Getting A Web Site Up and Running**

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**Poll**

- How many have a Web site now?
- How many are planning on a Web site soon?
- How many are Web developers?

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**Questions...**

- Who?
- What?
- When?
- Where?
- Why?
- How?
- Why?
- When?
- Who?
- What?
- Where?
- How?

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## Why?

- Why do you want a Web site?
  - Hip, with it, cool, et cetera ↓
  - Everybody says I gotta have one ↓
  - Need one to be competitive ↑
  - Gain new markets and better serve existing ↑
  - Integral part of our corporate strategy **Bingo!**
  - Critical to the future of your business **Bingo!!**

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## When?

- Now!
- As soon as you can
- In two to four years it will be a **must**

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## Who?

- Talent required to design and build a high-quality Web site:
  - Web developers
    - Web designers, Web architects
  - Graphic designers
  - Programmers
  - Marketers
  - Project Manager(s)

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## Who?

- Site ownership
  - From the outset, determine who **owns** the site
    - i.e. who really ultimately calls the shots
  - Determine all other constituents and stakeholders
  - Meet with all concerned to delineate site design

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## Who?

- Site responsibility
  - Ensure site owner and stakeholders clearly delineate responsibilities for the Web site
    - Particularly important if responsibility is divided
  - Possible divisions of responsibility:
    - Public relations
    - Marketing
    - Operations
    - MIS/IS
    - Others?

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## Who?

- Who will design your site?
  - In house?
    - Graphic artists? Designers? Marketers?
      - No? Then **don't do it!**
      - Why not...
  - Outsource?
    - Ad agency
    - Staffing agency
    - Web design firm
    - Internet service provider (ISP)

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## Who?

- In-house development team
  - Webmaster
    - Administrator & team manager
  - Assistants
  - Graphic designers
  - Content managers
  - Programmers
  - Server system administrator (frequently done by Webmaster)

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## Who?

- Who will maintain your site?
  - In house?
    - Staffing
    - Tools
  - Outsource?
    - Ad agency
    - Staffing agency
    - Web design firm
    - Internet service provider (ISP)

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## What?

- Type of site:
  - Informational (brochureware)
  - Catalog
  - Online transaction (E-Commerce)

*"Layering on a commercial Web channel doesn't represent a new business so much as it does a realignment of your existing operations, newly reorganized for the convenience of your customers while, miracle of miracles, also dramatically cutting your costs."*  
—David Klein on Business-to-Business Web sites in Advertising Age

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## What? continued...

- E-Commerce layers
  - Interactive catalog
    - Link directly to inventory
  - Automated shipping and tracking
  - System to collect and verify credit card orders
  - Customer personalization

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## Where?

- Where will they find you?
  - Domain name Web address:  
<http://www.yourcompanyname.com/>
  - Domain names can be registered anytime
  - Do it now!
    - It's cheap: \$35<sup>99</sup> per year *maximum*
    - Many registrars will park your domain name
    - My favorite (based on ease of use and services provided): *register.com*

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## Where?

- Where will you put the site?
  - Internet service provider
    - Personal service especially if local
  - Web presence provider
    - Broad pricing range, broad array of services available
  - Let your outsource agency host or arrange hosting
  - Host in-house (**serious** technical challenge!)

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## Where? Web hosting...

- **Hosting Considerations**
  - Net connection requirements
    - T-1 / T-3 / OC-3 / OC-12
  - Server requirements
    - Expected volume
    - Redundancy
    - Scalability
    - Surge capacity (the Starr Report factor)

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## Where? Web hosting (continued)

- **Server operating system**
  - May be determined by site design
    - Necessity for flexible access may require symbolic links (UNIX)
    - System-specific management or database connectivity tools
- **httpd (Web server) software**
  - Manageability
  - Flexibility
  - Database requirements

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## Where? Web hosting (continued)

- **Again, in-house or outsourced?**
  - Determining factors
    - Ability to support hardware & software
    - Infrastructure (net connection, server, etc.)
    - Willingness to hire expertise
- **Outsourcing options**
  - Virtual server
  - Remotely located dedicated server
    - Server farm
    - Redundancy
    - Ownership

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## How?

- **In house**
  - Tools:
    - Netscape Composer, FrontPage Express
      - Free but *very* basic
    - FrontPage
      - Produces a site that looks like it was done in FrontPage (i.e. predictable and possibly amateurish)
    - Dreamweaver, GoLive, PageMill, etc.
      - Require more skill to use and time to learn to use well
      - Produce better results
    - HTML in a text or HTML editor
      - Serious knowledge and ability required

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## How?

- **Mechanics - in-house**
  - Create entire site on a local Windows/Mac/Linux workstation
  - Test using Web server software running on a workstation (Freebie software: Apache / IIS / AOLServer)
  - Upload site to server

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## How?

- **Mechanics - outsource**
  - May create site at in-house location - esp. staffing agencies
  - Usually create at outsource site
    - Normally available online with restricted access for necessary reviews
  - Upload to server when ready & approved

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## Upkeep/Updates

- Sites require continuous updates and revisions: more choices!
  - In-house
    - Talent required
  - Outsourced
    - Pay-by-incident
    - Retainer
    - Ongoing maintenance fee

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## More Information

<http://itwebmaster.iit.edu/cccl>

- ILLINOIS INSTITUTE OF TECHNOLOGY  
Internet Technology/Webmaster Program  
<http://itwebmaster.iit.edu/>;
  - see especially the Resources section at <http://itwebmaster.iit.edu/resources/>

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