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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: \$35⁰⁰ 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/seminar/building.html>

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

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