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Just the FAQs – Web Sites – Look Inside

Domain Names

Colorful headers help you quickly identify main sections

What is a Domain Name?

A domain name is the address of your Web site. It usually looks like this:

<http://www.yoursite.com>

A domain name is also referenced by its **URL**, which is an acronym for Uniform Resource Locator. A URL uses text to identify an IP (Internet Protocol) address, which is a unique set of numbers that specify where your files are stored on the World Wide Web (www). It looks something like this: 195.168.102.1

Domain names, URLs and IP addresses all point to the same place where your files are stored. In the early days of the Web, only URLs were used. Once the Web became popular with the public, text addresses (domain names) came into vogue because they were easier to remember. A Domain Name Server (**DNS**)

Meta Tags

Yellow highlights alert you to important information

Bold green words help you quickly identify the point of interest

Some HTML tags are special and are not used for scripting the displayed content of your site. **Meta tags** fall into this unique category. They contain information used by search engines to identify your site. They are usually included at the very top of your site page so they are the first thing the automated search engine crawlers find. (If you're curious, the term "crawler" and "spider" refer to the automated tools used by search engines to locate pages on the "Web".)

There are two meta tags you **must know** so you can help provide the content for them. These are the **Description** and **Keywords** tags. The Description tag is a brief phrase or sentence used to describe what your site is about. The

Phase 1 – Content Overview

The page range is given at the beginning of each worksheet for easy printing

(This worksheet runs from Page 20 to Page 22. You can print it out for your convenience. If there's not enough space for your answers, create a .doc or .txt file for them.)

Step 1 - Overview of site pages

The easiest way to begin planning your Web site is to think of it as a brochure delivered electronically. You can break this brochure down into sections by answering a few questions.

Front page (also see Step 2 for special front page needs)

What do you want to place on your front page that will immediately identify your business to your customers? (Examples: logo, company motto, specials) This is very important because it will "brand" your site to your visitors. All other page design considerations will flow from this idea.

Line spaces for each element so you can write your notes

Type 2

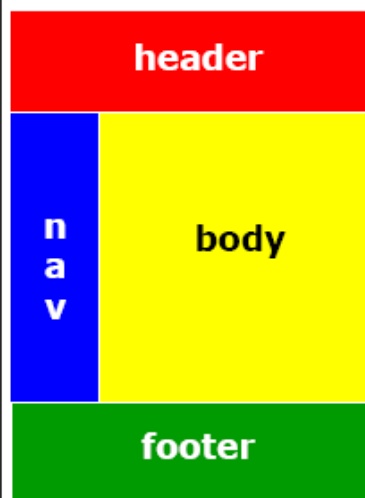
The image at right is a breakdown of a typical Web page layout. Because this form is so widely employed, most viewers have come to expect the different types of information to be located in certain parts of the page.

Header—Because the left top corner is the most stable part of the page, it is the best place for a company logo.

Navigation—Typically this section is filled with a button array or text links to other pages on your site. Navigation links can also be included across the header and in the footer and this column can be used for supplemental information.

Body—This is the main section of the page where the real core of site text content is located.

Footer—This is a good place for the small print information such as copyright notice or plain text company identification.



Multiple graphics of common site layouts and ways to use them