

Static and Dynamic Websites

Static and Dynamic Website Design



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We Speak Humansm

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web design

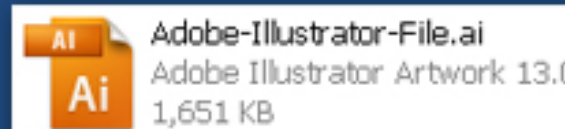
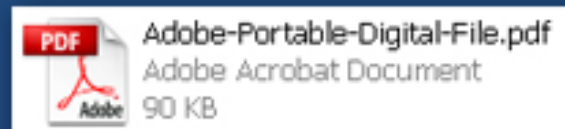
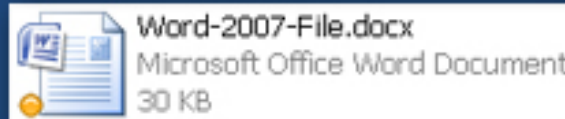
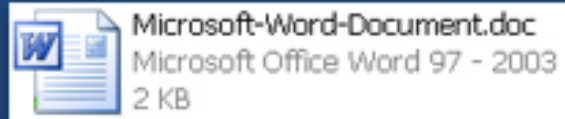
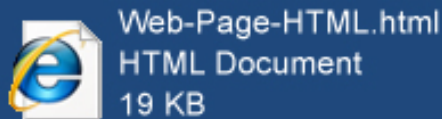
Static Websites

Static Websites




Static Websites - Pages

- Web Pages exist as individual files
- Some file types that may be familiar
 - MS WORD DOC .doc, .docx
 - MS EXCEL .xls, .xlsx
 - ADOBE FILES: .pdf, .psd, .ai.
 - Digital Camera Files .jpg, .tiff
- Examples of typical static web page files
 - .htm
 - .html



Static Websites - Pages (continued)

- Pages typically contain text, hyper links, photos, and graphics
- Pages may also contain animated or interactive media such as:
 - Movie Clips (YouTube etc.)
 - Adobe Flash Presentations
 - Microsoft Silverlight
 - Other media types

 Pages are called **Static** because text, photos, and other content will not change unless the actual web page file itself is edited.



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UPHOLSTERY &
CARPET CARE

We Clean Your Carpet
& Upholstery THE RIGHT WAY!

Logo Graphic & Photos

WHY KIRK'S

WELCOME
ABOUT US
WHY KIRK'S
SERVICES
TESTIMONIALS
CONTACT US
FAQ'S
TIPS
PRODUCTS
STAIN CHART

Flash Slide Show

Everyone
Will Be Pleased
With Kirk's

Text and Hypertext Links

INSTITUTE
OF
INSPECTION
CLEANING
and
RESTORATION
CERTIFICATION

What to look for in a Carpet and Upholstery cleaning service
Choose your carpet and upholstery cleaning service according to their skills and knowledge not just price. We understand that price is important but equally important is the quality of the job. After all is said and done if the quality of the service is low than what did you save? We have compiled a large amount of information for you to help make your decision easier.

©2007 Kirk's Upholstery & Carpet Care All Rights Reserved

Sample Static Web Page

Static Website Navigation

- Pages are associated with each other by a menu of links or “Navigation Menu”
- Changes to the main Navigation Menu will require an edit to every web page that contains this menu.
- Web development software can automate Navigation Menu maintenance, but pages will still need to be re-published for changes to take effect.



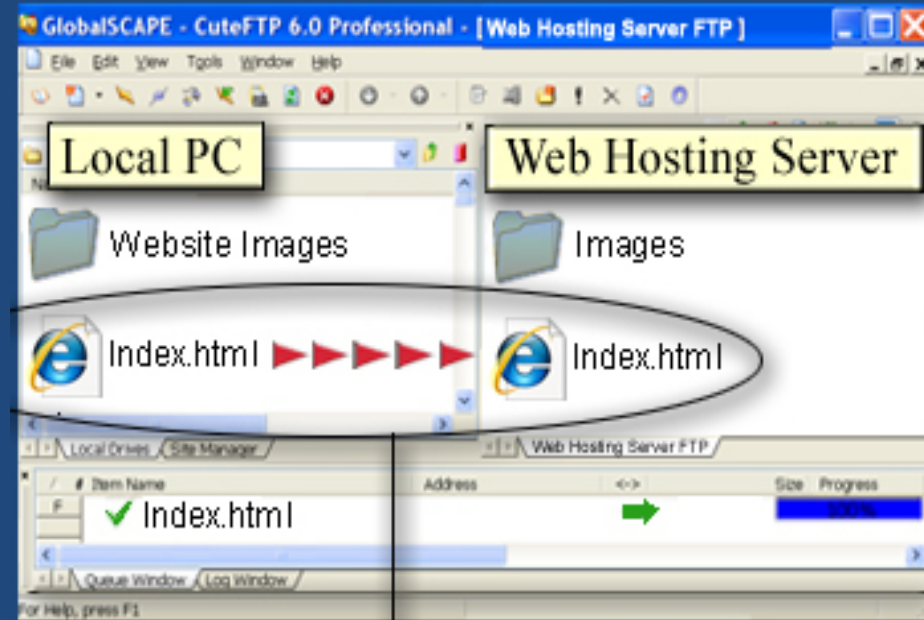
Static Websites - Publishing

- Pages are published by uploading files to a Web Hosting Computer
 - Directly from within the development software
 - By transferring individual or groups of files with a File Transfer program.
 - Maintaining a networked folder with the Web Hosting Server



Static Web Page Files are published by physical transfer from the development PC to a Web Hosting Computer

File Transfer Program



Web Page Files from local pc to web server

Dynamic Websites

Dynamic Websites



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Dynamic Websites

- Employ Dynamic pages that exist as files with extensions based on the type of programming used.
 - .jsp , .cfm, .pl, .php, .asp, .aspx
- Pages are *Dynamic* in that they can draw *ever changing* Content from external information sources
- Pages can provide Create, Retrieve, Update, and Delete functions for company records



Pages may not require republishing

Lookup Members:

Last Name/Email: Status:

Expired or Not Not Expired Expired

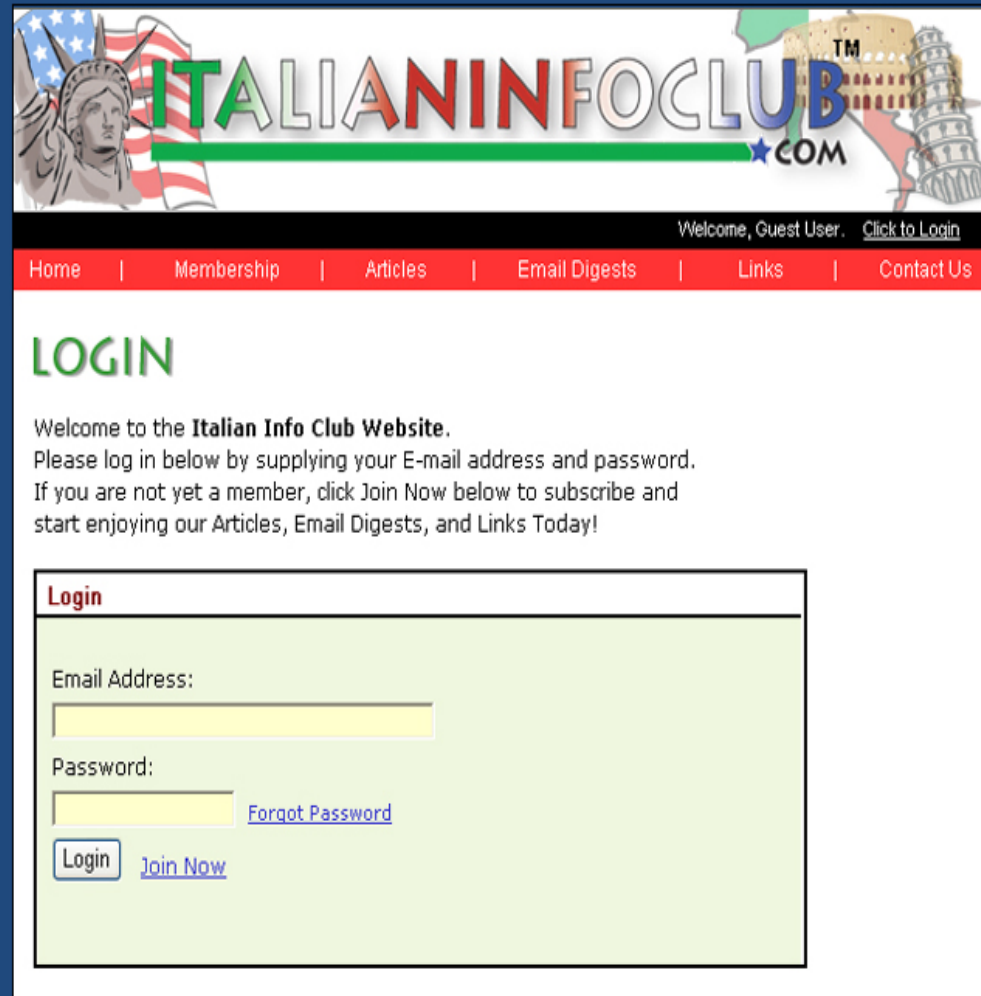
Member Last Name or Email

Last Name	First Name	Email Address	Status
Jack	Nicholson	nicholsonja1@aol.com	Famous
<input type="button" value="Update"/>	Last Name: <input type="text" value="Freeman"/>		
<input type="button" value="Cancel"/>	First Name: <input type="text" value="Morgan"/>		
<input type="button" value="Delete"/>	Email: <input type="text"/>		
	Status: <input type="text" value="Famous"/>		
Keanu	Reeves	keanu@dogstarband.com	Famous
Demi	Moore	dmoore@punked.com	Famous
Charlize	Theron	charlize.theron@berkeley.edu	Famous

1 2 3 4

Dynamic Websites - Features

- Your basic “CRUD”
- Pages are capable of providing interactivity such as:
 - Forms to request information or submit sales leads
 - Internal searches within your site
 - Registration and Login, personal profile maintenance, and authenticated/secure access to protected or *premium* content



The screenshot shows the website header for "ITALIANINFOCLUB.COM" with a navigation menu including Home, Membership, Articles, Email Digests, Links, and Contact Us. The main content area is titled "LOGIN" and contains a welcome message and a login form. The form includes fields for Email Address and Password, a "Forgot Password" link, and buttons for "Login" and "Join Now".

Welcome, Guest User. [Click to Login](#)

[Home](#) | [Membership](#) | [Articles](#) | [Email Digests](#) | [Links](#) | [Contact Us](#)

LOGIN

Welcome to the **Italian Info Club Website**.
Please log in below by supplying your E-mail address and password.
If you are not yet a member, click Join Now below to subscribe and start enjoying our Articles, Email Digests, and Links Today!

Login

Email Address:

Password:
 [Forgot Password](#)

[Join Now](#)

Dynamic Websites - Features (continued)




- Dynamic Product Catalogs and online sales (Ecommerce)



Information that is already maintained within company I.T. Systems such as Databases, Spreadsheets, and text files can be leveraged as Web Content.



Access can be granted to allow customers to maintain their own information.

	HT-B8907	Single Price \$555.55 <i>Save</i> 10% \$500.00	X-Cite 120 Replacement Bulb	All X-Cite 120, X-Cite 120XL and X-Cite 120Q Series Illuminators
Add to Cart				
	HT-B8903	Single Price: \$165.00 Each	HBO 103 W2 Mercury Burner	Zeiss, Olympus, Nikon and Leica fluorescence microscopes with HBO 100 lamphouse. Most
Add to Cart				
	HT-B8952	Single Price: \$146.00 Each	HBO 50 W1L2 Mercury Burner	50W fluorescence lamp. Zeiss Axiovert 40, AxioStar, Olympus CK. Any fluorescence
Add to Cart				

Dynamic Websites - Content Management Systems

Web Content Management System (WCMS)

A web content management (WCM) system is a CMS designed to simplify the publication of Web content to Web sites, in particular allowing content creators to submit content without requiring technical knowledge of HTML or the uploading of files.

- definition from Wikipedia.org

Dynamic Websites – CMS Features

- When new web pages are added, Page Navigation Menus are maintained automatically
- Many Common Interactive and Dynamic Features may be provided such as: forms, articles, blogs, ecommerce, event calendars, forums, etc.
- Pages and sub-pages may be created based on a universal design or template
- Pages may have a modular design featuring panels/areas for information of certain types on select pages



No software installation is necessary, just a web browser.

A screenshot of a web browser window displaying the 'All Squared Web Design' WYSIWYG editor. The browser title is 'Welcome To All Squared Web Design - Windows Internet Explorer' and the address bar shows 'http://www.sitebuilder.allquared.com/swiz/editor/text_editor.jsp'. The page header includes a logo and the text 'All Squared Web Design'. Below this is a yellow box with the text 'Edit Fonts, Colors, Photos, and more'. The main content area is titled 'Add/Edit Content on "Home" Page' and features a rich text editor toolbar with buttons for 'Clear', 'Cut', 'Copy', 'Paste', 'Undo', 'Redo', 'Image', 'Link', 'Table Properties', 'Font', 'Text Style', 'Remove Format', and 'Table Properties'. The text in the editor reads: 'This is a **What You See Is What You Get (WYSIWYG)** Editor. It can be used to edit your web pages from within your browser!'. At the bottom of the editor is a yellow box with the text 'WYSIWYG Editor for web pages' and two buttons labeled 'SUBMIT' and 'CANCEL'.

Is Static Right for Your Organization

Static websites are a better choice when you:

- ✓ are limited in budget and are starting with a core web presence
- ✓ are dealing with 20 pages or less
- ✓ are planning to add new pages occasionally
- ✓ *are assigning maintenance to a provider* or have skilled staff and proper software
- ✓ need of portable, physical web page files

Is Dynamic Right for Your Organization

Dynamic websites are a better choice when you:

- ✓ need custom programming to accommodate your unique business needs
- ✓ need pages that must pull information from sources external to the website proper
- ✓ need to be able to easily add and edit web pages (Content) from within a browser
- ✓ need web pages that will display and update records from your information systems
- ✓ need to give one or more staff members access to edit the site
- ✓ need convenient access to setup common interactive features such as Article Publishing, Event Calendaring, Blogs, Secure Login, Ecommerce, and others.

Conclusions


The decision as to which type of website design is right for you should start with an assessment of your business needs. Ask questions like:

- Who will maintain the site when it's complete?
- What are the key features offered in the website hosting:
 - File Space and Bandwidth limits?
 - Email Accounts – Storage size limits, Lists, Webmail and its features?
 - Are website statistics available via web browser?
 - Can Secure Connections be accommodated?
- Do you have qualified staff and the proper software to perform maintenance?

Conclusions

- What functionality is critical to provide to:
 - Prospective Customers
 - Existing Customers
 - Your Staff
 - Your Vendors
 - Others . . .
- What are your criteria for ecommerce?
 - Search enabled product catalog pages
 - Shipping options
 - Compatible payment processing vendors
- Are your needs fairly common ones or are they unique to your industry, products, or services?

What Can All Squared Do For You?

- Pre-Design Consulting
 - Requirements Documentation
 - Ecommerce needs assessment
 - SEO and SEM planning
 - Professional Keyword Research
 - Analysis of online competition
 - Template based web design
 - Custom Design - Unique Concepts
 - Design based on your artwork
 - Existing Site Redesign
 - Ecommerce & Subscription Sites
 - Custom dynamic web applications
 - CMS Sites
 - Website Hosting, Email, and Statistics
 - SEO and SEM for existing sites
 - Email Campaigns
 - Site Maintenance Services
 - Pay Per Click Advertising Campaigns
-  **Assistance with:**
- Copy writing
 - Materials gathering
 - Photo selection
 - Whatever you need to succeed!