Developing A Website™

Your Web Development Cook Book!

By

Coronel Data Processing

eLearning
easypassprep.com

CDP coroneldp.com
The Computer Specialist

Developing A Website™

Your Web Development Cook Book!

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Coronel Data Processing, LLC
23535 Palomino Dr., Suite 253
Diamond Bar, CA 91765
www.coroneldp.com |www.easypassprep.com | info@coroneldp.com

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Introduction

The explosive rise of the Internet as a very important tool for entertainment, business, and education was one of the most amazing technological things to have come out of the 20th century. The Internet now rivals, and in many ways surpasses, print, radio, and television for the advertising of products and services and the distribution of information. For many people in business, the Internet now serves a role that is just as important as their office telephone, cell phone, and fax machine. Few can argue against the fact that the Internet will no doubt continue to play a major role in how we do things well into the 21st century. The development of Smartphones and other similar devices that tie into social media and cloud computing have already pushed the use of the Internet further than ever imagined. Even during tough economic times, those in business or thinking of starting a business who **"properly"** establish themselves on the Internet will have the potential to make a lot of money and remain technologically competitive, regardless of what type of business they are in.

The most mesmerizing thing about the Internet is that it is one of the few entities left where the **"AMERICAN DREAM"** is still alive and doing well. If you can get yourself published onto the Internet, you too can compete strongly with the **"BIG BOYS!"** Your work and efforts will stand or fall entirely on their own merits. Within the broadest limits imaginable, there is no one to stop you, no one to second-guess you, and no one to restrict your growth.

There was a time that getting your businesses onto the Internet was extremely complicated, confusing, and expensive. Back in the early 1990's, a website with all the fancy bells and whistles could easily cost in excess of $10,000 to develop. And only those well versed in Hypertext Markup Language (HTML) were capable of creating even the simplest of web pages. However, the simplicity of modern day computers with their point and click interfaces and user friendly web development software have made this modern medium of communication easy to create. The once restricted online benefits of having a website have been well placed into the hands of the common person. If you can use one of the newer word processors and Internet browsers, you too can easily publish to the Internet. **It's that easy!**

While creating a website is now a snap to do with today's easy to use technology, most websites are not successful. They get very little traffic, if any. And those that do get traffic do not get much in sales. Much of this has to do with the design of the site. This includes both what you see and do not see on a web page. The purpose behind this training program is to help you **"create a pulling website"** that brings in the maximum traffic possible and leads to sales. To do this does not have to be very expensive, intimidating, nor complicated. **By the time you get through this workbook, you too can possess the knowledge required to be up and running with your own winning website!**

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In this workbook we take a simple approach to the designing and maintaining of a website. We break down the basics and then show you how to design your own site while avoiding many of the pit falls often encountered by the novice designer. You will then have the knowledge needed to start designing or enhancing your own website or to work closely with the programmer and technicians doing the work for you.

You can always sit back and hire someone to build and maintain your website for you, giving them full reign over this area of your business or life. However, it is in your best interest to learn the basics of website design in order to

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understand how the Internet is being used or can be used to promote your products, ideas, and/or services. In addition, you may in the future wish to make simple modifications to your site and publish them to the Internet yourself. For example, you want to be able to change product prices and make changes to information at a moments notice without having to wait for the programmer to get around to it. This simple ability is very crucial in order for you to stay current and competitive.

When designing a website, always remember the two **"KILLER"** applications of the Internet that have been behind its astronomical growth and worldwide acceptance: Email and electronic information. No matter how you plan to use the Internet to market your products, services, or ideas (present or future) these two applications should be well incorporated into your overall web plan.

Email is no doubt the **"main artery"** of the Internet, carrying information all over the world. Virtually everyone with an online account now has Email access and could not imagine living without it. This includes individuals using a commercial online service (e.g., Earthlink), a corporate Email network, a bulletin board service, an Internet Service Provider (ISP), or cell phone service. Through Email, it is very easy and convenient for potential and existing customers to request additional information from you or to place an online order. A definite offshoot of Email is texting (i.e., SMS - short message service) and instant messaging.

While Email is the main artery of the Internet, electronic information is its **"life blood."** The main reason most people go online in the first place is to obtain or distribute information. Information that is as diversified as the people going online! This information can be about products, services, events, history, science, hobbies, fads or anything else you can possibly imagine. This electronic information can be distributed via Email, downloads, or over a web page.

The **"one thing"** you always want to remember is that the designing and development of a website is an ongoing process that in reality never ends. **It is a dynamic process, not a static one!** As technology and the online culture changes, you must also change. Thus, simple web page knowledge will make it easier for you to communicate with all those involved with maintaining and enhancing your website. You will be better equipped to communicate with the developer, host, and countless number of sales people and technicians you may find yourself coming across.

We include a downloadable Excel workbook called ***developingawebsite.xlsm*** that goes with this workbook. At the end of each major section, you can use the worksheets to get your mental wheels turning. Don't just read this workbook, **APPLY IT** from the get go! Use these worksheets as models to tailor a website development plan that suits you best. You can download this Excel Workbook file (d***evelopingawebsite.xlsm)*** at https://www.easypassprep.com/product/b0005/ **(link found in the Description area)**.

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