

# WEBSITE DEVELOPMENT

## TOOLS AND EXPECTATIONS

**Rami Asfahani**, PE, RPIC

Cercle Designs, LLC

CEO & Founder

[rami@cercledesigns.com](mailto:rami@cercledesigns.com)

(815) 250-9383

# PRESENTATION CONTENTS

of the presentation.

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# WEBSITE TYPES & NEEDS

# WEBSITE TYPES & NEEDS

## Static Websites

Pages are not expected to change that often.

Useful for information only websites.

Easy to set up. Hard to expand.

How:  
HTML, SquareSpace, Wix

## SQL Based Websites

Harder to set up, easy to expand.

Useful for Blogs, usernames, online sales.

How:  
WordPress, Drupal, Squarespace, Wix...

## Web Applications

Open source for any type of website.

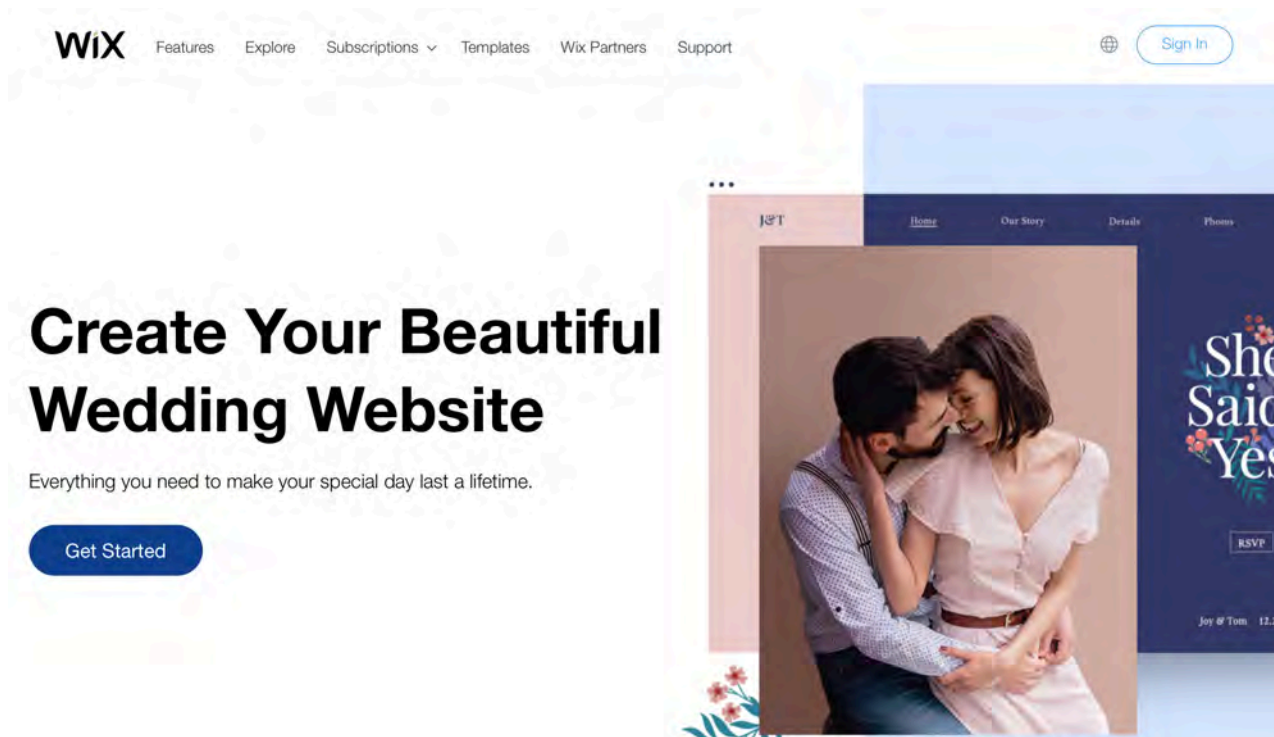
Most difficult to set up. Could be hard to expand.

Useful to custom websites.

How:  
Coded from 0-100.

# WEBSITE TYPES & NEEDS

## Static Website Example ~ Wedding Websites



# WEBSITE TYPES & NEEDS

## SQL Based Example ~ NAAAEA.org

NAAAEA

- HOMEPAGE >
- ABOUT US >
- NAAEA CHAPTERS >
- EDUCATION >
- SCHOLARSHIP APPLICATION >
- GRANT PROGRAM >
- CAREER CENTER >
- NAAEA NEWS >
- 2019 NAAEA CONFERENCE >
- CODE OF ETHICS >

SEARCH >

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# National

Arab American  
Association of Engineers  
and Architects

Quick Links

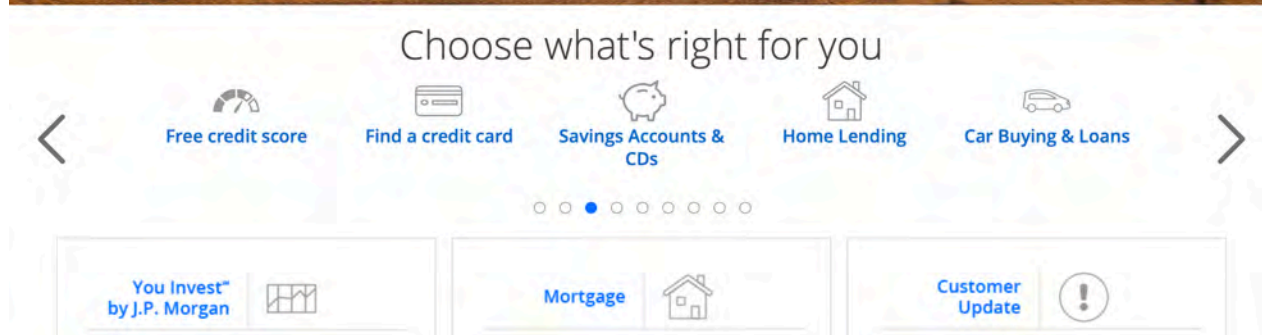
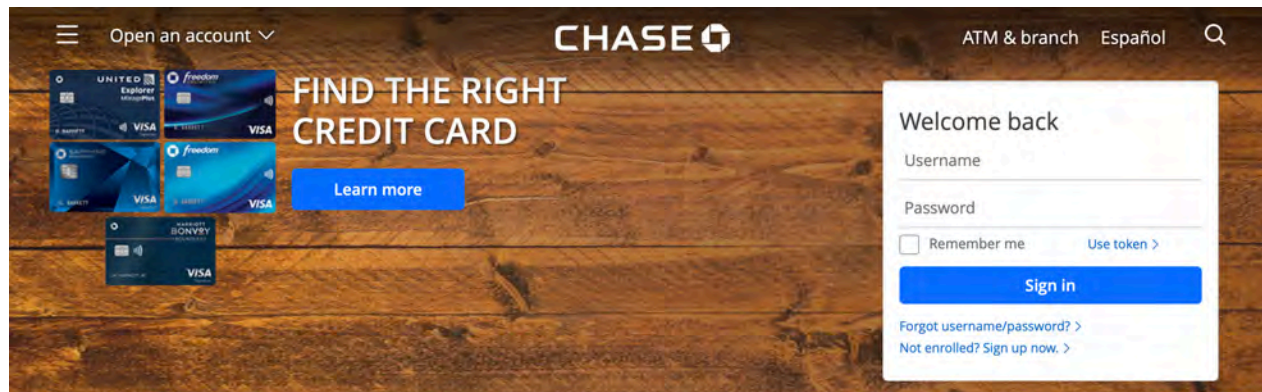
- 2019 NATIONAL NAAEA CONFERENCE
- 2019 NATIONAL SCHOLARSHIP APPLICATION
- NATIONAL GRANT PROGRAM APPLICATION
- 2018 NATIONAL EDUCATION SEMINAR
- NAAEA CHAPTERS MAP

ABOUT

Helping Arab Americans  
Nationwide in the STEM  
Industry

# WEBSITE TYPES & NEEDS

## Web App Example ~ Chase.com



# WEBSITE DOMAIN vs HOSTING



# Website Domain

- The **URL** of the website to follow, example: naaaea.org.
- Could have the **domain redirect** to another domain, example: naaaea.com to open naaaea.org.
- Domain privacy is **optional**.

# Website Hosting

- Hosts the actual **files** of the website.
- **Could** be hosting domain.
- **Has to point** to a certain domain to allow users to see the website.

# WEBSITE DOMAIN vs HOSTING

## Hosting Companies



SQUARESPACE



bluehost



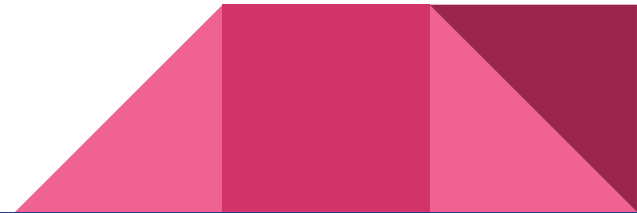
HostGator



GoDaddy™

# WEBSITE SAFETY

VERY IMPORTANT!



Done.



# WEBSITE SAFETY

## Internal

- Not recommended.
- Lots of liability.

# WEBSITE SAFETY

## External

- Follow the hosting recommended options to perform the following:
  - **Monitor** website (securi.net)
  - Provide **SSL** Certificate
  - Create **Backups**
  - Apache and **Firewall** safety

# WEBSITE SET UP OPTIONS



# WEBSITE SET UP OPTIONS

## Internal

- Typically the **cheaper** option.
- Potentially might take **more time**.
- Allows to **pivot easily**.
- Requires basic **knowledge** in design and IT.
- Might require a **big learning** curve.

# WEBSITE SET UP OPTIONS

## External

- Potentially **more costly**.
- Time required to create the website is set per the **contract**.
- **Cannot easily pivot** the design of the website.
- **No required** knowledge of design and/or IT.
- Costs are typically found by doing a **quick search**.



# WEBSITE MAINTENANCE

CRUCIAL!



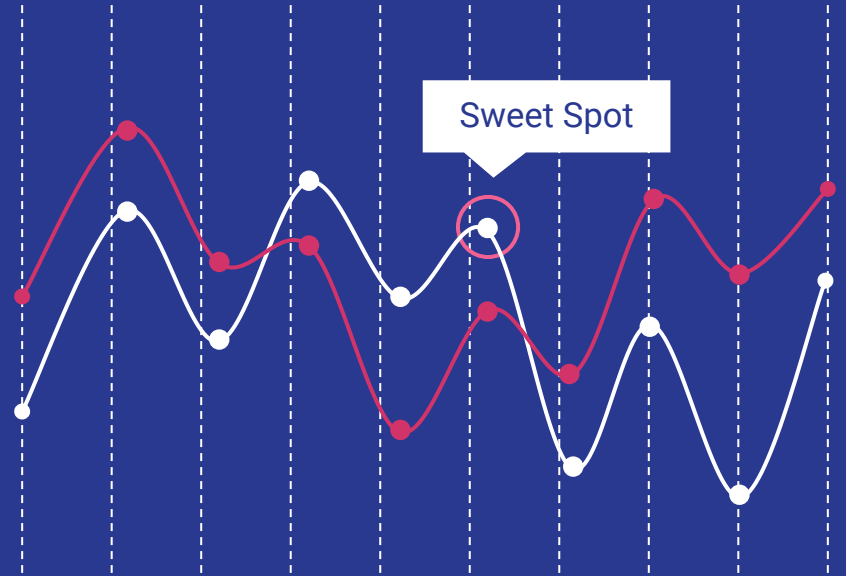
# WEBSITE MAINTENANCE

## Why it's crucial

- Safety, safety, **safety**.
- Improves **Website flow**, especially the plugins.
- Needs to **keep up** with hosting provider and other updated items (Wordpress, etc...)

# WEBSITE COSTS

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# WEBSITE COSTS

## SHORT TERM COSTS

Depends on the type of website design approach: internal vs external.

Wide range between zero to thousands of dollars.

Typically a two-step payment. However, could be hourly.

## EXTERNAL EXAMPLE

Cost \$750

10 page WordPress website.  
No user signups.  
Blog posts set up.  
Page layouts saved.

*Example developed by Cercle Designs, LLC.*



THANK YOU.