WEBSITE DEVELOPMENT

TOOLS AND EXPECTATIONS

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PRESENTATION CONTENTS

of the presentation.

1. Website Types & Need
2. Website Domain vs Hosting
3. Website Safety
4. Website Set Up Options
5. Website Maintenance
6. Website Costs
WEBSITE TYPES & NEEDS
# WEBSITE TYPES & NEEDS

<table>
<thead>
<tr>
<th>Static Websites</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pages are not expected to change that often.</td>
</tr>
<tr>
<td>Useful for information only websites.</td>
</tr>
<tr>
<td>Easy to set up. Hard to expand.</td>
</tr>
<tr>
<td>How: HTML, SquareSpace, Wix</td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th>SQL Based Websites</th>
</tr>
</thead>
<tbody>
<tr>
<td>Harder to set up, easy to expand.</td>
</tr>
<tr>
<td>Useful for Blogs, usernames, online sales.</td>
</tr>
<tr>
<td>How: WordPress, Drupal, Squarespace, Wix...</td>
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</tbody>
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<tr>
<th>Web Applications</th>
</tr>
</thead>
<tbody>
<tr>
<td>Open source for any type of website.</td>
</tr>
<tr>
<td>Most difficult to set up. Could be hard to expand.</td>
</tr>
<tr>
<td>Useful to custom websites.</td>
</tr>
<tr>
<td>How: Coded from 0-100.</td>
</tr>
</tbody>
</table>
WEBSITE TYPES & NEEDS

Static Website Example ~ Wedding Websites

Create Your Beautiful Wedding Website

Everything you need to make your special day last a lifetime.

Get Started
WEBSITE TYPES & NEEDS

SQL Based Example ~ NAAAEAEA.org
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

**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

$$ - $$$
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


*Example developed by Cercle Designs, LLC.*
THANK YOU.