

Web Design for Small Business I – Getting Started

Instructor: Tina Spain McDuffie, aka *WebWoman*[™]

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Course Description

If your company needs a Web presence and you want to handle it yourself, this course will get you started. We'll walk you through the process of registering a domain name and acquiring a Web hosting service. Then we'll teach you what you need to know to begin planning, designing and building company web site for your business.

This course is designed primarily for small business owners (and their employees) who want to build and launch their own website, but have little to no prior web development experience.

Prerequisites: To ensure your success, you must have a basic understanding of your computer's operating system. For example, you should know how to launch an application, create and save files, and copy files from CDs and other media.

Objectives

- Explain basic concepts about the Internet, the World Wide Web, web servers, web browsers, domain names, URLs, etc.
- Examine and define criteria important to the selection of an appropriate web hosting service provider, including bandwidth, hits, storage space, and more.
- Plan a small business web site.
- Design a small business web site.
- Examine the tools required to build a web site.
- Begin building a web site.

About Your Instructor

Tina Spain McDuffie, aka *WebWoman*[™], is an author, educator, speaker, and professional Web developer. Ms. McDuffie is an expert in HTML, Cascading Style Sheets, and JavaScript. She began working on the Web in early 1995 and, by 1996, introduced and taught her first of many courses in Web development. Her current class offerings include: Dreamweaver MX 2004, Web Design for Small Business, JavaScript Programming, Photoshop, Illustrator, Fireworks, Flash, Digital Photography, and Acrobat.

Ms. McDuffie holds an M.S. with honors in Electronic Commerce, a B.S. with honors in Business Information Systems, and an A.S. with honors in Mathematics. She is the author of *JavaScript Concepts & Techniques: Programming Interactive Web Sites*, a JavaScript textbook, and *WebWoman's JavaScript Object Reference*, a companion handbook. She is currently working on a new book series, *Web Design for Small Business*, and *Web Design for Kids*.

Course Content

Lesson 1: Web servers, web pages, and domain names – how they all relate

- Topic 1A: The Internet, The World Wide Web, Web Servers, Domain Names, etc.
- Topic 1B: Choosing a Web Hosting Service Provider
- Topic 1C: Finding an Available Domain Name
- Topic 1D: Registering a Domain Name & Acquiring a Web Hosting Service Provider
- Topic 1E: Logging In and Testing Your Service
 - Set up an email account
 - Create and post a Coming Soon page

Lesson 2: Planning Your Web Site

- Topic 2A: Determining Goals for Your Site
- Topic 2B: Describing Your Target Audience
- Topic 2C: Brainstorming Content

Lesson 3: Designing Your Web Site

- Topic 3A: Choosing a Structure: Linear, Web, Hierarchical
- Topic 3B: Organizing Your Content
- Topic 3C: Setting Up Your Site's Architecture
- Topic 3D: Finding a Template

Lesson 4: Tools of the Trade

- Topic 4A: Types of Editors
- Topic 4B: Web Browsers
- Topic 4C: FTP Clients

Lesson 5: Getting Started Building Your Web Site

- Topic 5A: The Dreamweaver Interface
- Topic 5B: Defining a Site
- Topic 5C: Creating Folders and Documents
- Topic 5D: Entering Headings and Text