

How to Develop a Genealogical Website

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Agenda

- Purpose
- Hosting
- Building
- Marketing
- Tracking

Purpose of Your Website?

- Provide instructional information
- Market products & services
- Share genealogical data
- Coordinate research
- Combination

Purpose Drives Website

- Dictates content
 - What information
 - How it is presented
- Influences format & features
- Determines who . . .
 - Will develop site
 - Will host it
- Impacts costs

Who Will Host Your Site?

- Internet service provider
- Free websites
- Fee-based hosting

Internet Service Providers

- America Online
- Verizon
- Cable
- Satellite

Sample Internet Provider



Free Website Hosting

- Internet access companies
 - Yahoo
- Genealogical software
 - Ancestry.com
- Online genealogy services
 - RootsWeb.com
 - USGenealogy.net

Sample Search Free Hosting



Sample Free Website



To Pay or Not to Pay?

- Advantages to cheap hosting
 - Little if any expense
 - No software to purchase & learn
 - Simple means to limited Internet presence
- Disadvantages
 - Limited functionality & space
 - Cookie cutter designs
 - Not your own site with distinctive URL
 - Advertising other's products & services

Fee-based Hosting

- Who is out there?
- How much will it cost?
- What functions are supported?
- Selecting a URL
- Getting an account set up

Web Host Example 1

The screenshot shows a pricing page for 'web.com'. The main heading is 'Build an eye-catching website in minutes'. A featured package is priced at \$9.95. Below this, there is a list of features and a table of specifications.

Feature	Value
Web Storage	1 GB
Bandwidth	Unlimited
Free Web Address (Domain)	Included - 1 year
Personal & Mail Accounts	50
Pages and Content Manager	Included
Web.com Tools, WebPublisher	Included
Original Web, Video, Photo	Included
Photo Manager	Included
Personalized Website	Included
WebPublisher Site Builder	Included
File Manager & HTML Editor	50
FTP Access	50

Web Host Example 2

The screenshot shows a pricing page for 'HostMySite.com'. It features several hosting packages with their respective prices and features. A 'Google' logo is visible on the right side of the page.

Package	Price
Standard Web Hosting	\$8.95
Business & Application Web Hosting	\$11.95
Virtual Web Hosting	\$8.95
Virtual Private Server Hosting	\$29.95
World of Warcraft Web Hosting	\$45.00
Business Web Hosting	\$15.00

Web Host Example 3

The screenshot shows a pricing page for 'NetworkSolutions.com'. It features a 'Web Hosting Overview' section with three main packages: Standard, Advanced, and Pro. Each package lists its features and price.

Package	Price
Standard Package	\$9.95
Advanced Package	\$19.95
Pro Package	\$29.95

Web Hosting Comparison Sites

Web Hosting Inspector provides independent test results and information to assist consumers in selecting the right web site hosting provider and making an educated buying decision.

After being #1 for two consecutive years, the Inspector is proud to report that iPowerWeb once again won the Best Host of the Year Award for 2005.

Web Hosts	Ranking	Award	Price	Disk Space	Bandwidth	Learn More
1 iPowerWeb	9.9	Best Host Overall	\$7.95	10,000 MB	200 GB	Our Review
2 StartLogic	9.5	Best Support	\$9.95	5,000 MB	200 GB	Our Review
3 iPowerWeb	9.3	Good Value	\$7.77	5,000 MB	400 GB	Our Review
4 iPage	9.0	Best Web Builder	\$6	1,000 MB	200 GB	Review Pending
5 DotClouding	8.7	Best Value	\$2.99	2,000 MB	50 GB	Review Pending
6 Janglin	8.6	Homebrew Choice	\$9.95	500 MB	5 GB	Our Review
7 iDefology	7.7	Best Software	\$99.95	500 MB	5 GB	Our Review
8 Lunar Pages	7.6	Homebrew Choice	\$7.95	5,000 MB	400 GB	Our Review
9 Easy CGI Web	7.6	Homebrew Host	\$7.95	6,000 MB	200 GB	Our Review
10 HostRocket	7.6	Good Deal	\$9.95	5,000 MB	80 GB	Our Review

What is it Going to Cost?

- Annual fee for domain name (URL)
- Functions & features drive costs
 - Bargain basement - \$5 month
 - Respectable entry level - \$9 month
 - eCommerce basics - \$15 month
 - Professional functionality - \$30 month

Basic Features & Functions

- Disk space & data transfer
- Email boxes, storage & services
- Virus & spam protection
- Site management tools
 - FrontPage extensions
 - Counters & statistics
 - Message boards & guest books
 - Backups & restore

Advanced Features & Functions

- Server & platform selections
- Security
 - Hardware
 - Software
- Development features
- Applications & database options
- Marketing tools
- Customer support

Hosting Decision

- Evaluate current & anticipated needs
- Identify desired functionality
- Investigate host websites
- Interview host representatives
- Comparison chart . . .

<http://www.networksolutions.com/web-hosting/compare.jsp;jsessionid=85010587026dd452141d9e38e96:aQTI>

Deciding on Your URL

- Keep it simple
- Be short (if possible)
- Catchy is good
- Make it descriptive
- Use proper extension

Set Up Your Account

- Do it online or . . .
- Call account representative
- Have credit card ready
- Now the hard work begins!

Building a Website

- Basic web concepts
- Development software
- Publishing genealogical data
- Design Resources

Concept Prior to Content

- Map out website on paper
 - Determine a structure
 - How will visitors move through site?
- How will it look & feel?
 - Graphics
 - Fonts & formatting
 - Themes & style sheets

Strive for Usability

- Visual Coherence
- Graphics
- Accessibility
- Navigation
- Content

Visual Coherence

- Be consistent with . . .
 - Color schemes
 - Formatting conventions
 - Fonts (selection, sizes & styles)
 - Page layout
 - Graphics
- Avoid clutter & cutesy
- Limit animation

Proper Use of Fonts

- Fonts set the tone
- Use common & accessible fonts

Verdana	Arial
Times New Roman	Georgia
MS Serif	MS Sans Serif
Trebuchet	Book Antiqua

<http://webmonkey.com/webmonkey/design/fonts/tutorials/tutorial3.html>

Purpose of Graphics

- Use graphics to show content
- Gratuitous graphics distract
- Don't use to decorate web site
- Make connection obvious
- Utilize descriptive attributes

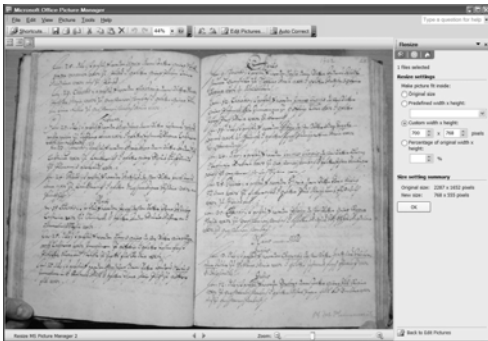
Use Images Effectively

- Avoid Clutter
- Graphics take longer to load
- Many using dial-up connections
- Resize images prior to inserting
 - Shrinks file size for faster download
 - Restricts image size on screen

Resizing Images

- Use image program to resize
 - *Microsoft Picture Manager*
 - *Adobe Photoshop Elements*
- Specify width & height in pixels
- Picture properties settings don't help
- Must resize prior to insertion

Resizing with MS Picture Manager

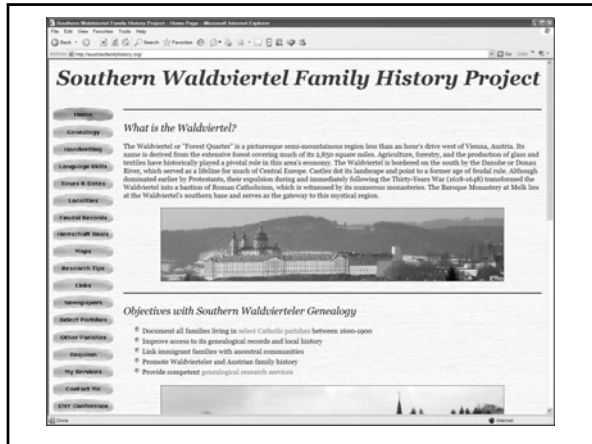


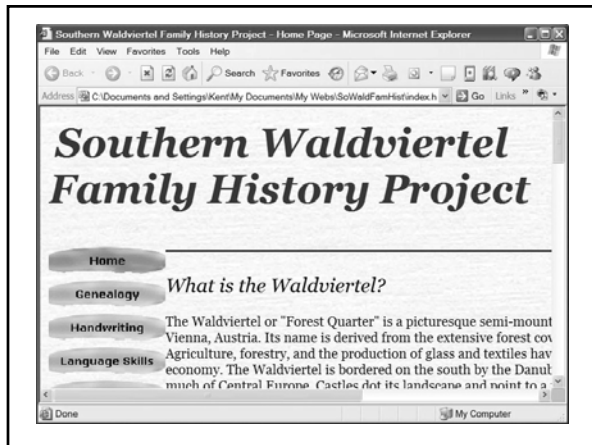
Resizing with Picture Properties



How Big is Too Big?

- Target screen resolutions in pixels
 - ↑20% Using 800 x 600 or smaller (11")
 - ↑80% Using 1024 x 768 or greater (14")
 - ↑30% Using 1280 x 1024 or greater (17")
 - 1600 x 1200 higher end (20")
 - 1920 x 1200 (24" LCD)





Access for Visually Impaired

- Provide captioning
- Hyperlink text makes sense
- Include "longdesc" graphics attribute
- Use CSS for layout & style – no frames
- Complete guidelines & checklist . . .
 - Web Accessibility Initiative
 - www.w3.org/WAI

Navigation Tips

- Users look at content not navigation
- Navigation must be . . .
 - Intuitive & self evident
 - Purposeful
 - Not overdone or distracting
- Enhance user convenience
- Make important content accessible

Think Before You Link

- Carefully evaluate prior to linking
- Provides your “seal of approval”
- Link only to reliable sources
- Focus on links that enhance your site
- Avoid too numerous links
- Use “New Window” target frame

Content Content Content

- Emphasize what your site offers
 - What is of value to your users?
 - How does your site or services differ?
 - Explain your purpose
- Visitors will evaluate in seconds
- Provide logical information flow
- Make important content accessible

Web Development Software

- Microsoft *FrontPage*
 - Excellent basic functionality
 - Integrates with Microsoft Office Suite
 - Familiar environment
 - Fairly inexpensive
- Adobe (Macromedia) *Dreamweaver*
 - Cutting edge multimedia tools
 - Integrates with Adobe Suite
 - Foreign working environment
 - Pricier than all get out

Can I Design a Website?

- Of course you can, but . . .
- It takes . . .
 - Loads of time
 - Trial & error
 - A lot of learning
- It is rather frustrating
- If you can afford it, pay someone

Web Design Resources

- Publications
- Classes
 - CompUSA
 - BOCES
- Work or organization
- Online resources
 - *SkillSoft* <http://www.skillsoft.com/>
 - Hosting sites & other online pubs

Sample Construction Kit



**CYNDI'S
GENEALOGY HOME PAGE
CONSTRUCTION KIT**

Tips, hints, links and more to help you create your personal genealogy home page!

IMPORTANT: Please take time to review the following and share them with your friends:
Guidelines For Publishing Web Pages On The Internet
Recommended by the National Genealogical Society, May 2000.

Introduction

This page was designed to be a quick start guide to creating & designing a genealogy web page of your own. In creating this page I have tried to answer all of the questions that I have been asked over the last few years. There are a variety of options available and I will briefly outline a few of them below. Creating a web page of your own isn't as hard as you might think it is. Go ahead and give it a try. It is a lot of fun and a great experience. You have nothing to lose and several long list answers to gain!

<http://www.cyndislist.com/construc.htm>

Online Host Instruction



NetworkSolutions

Learn About Getting Started Online

Learning Center Topics:

- Domain Names
- Web Hosting
- Web Site Design
- SSL Certificates
- E-Card
- Online Sales & Marketing
- Marketing & Search Engine
- Web Site Tools & Utilities
- Business Services
- Product Programs
- Statistics & Analytics
- Components of Web Site
- Standards for Your Web Site
- Web Content Security

How Do I...

- Register a domain name that I already own?
- Know which Web hosting package is best for me?
- Get a certificate for my web site to use?
- Get my Web site on-line in English - and get Digital World's "eCards"?
- See how "Your Site" operates and works?

Directory of Terms

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 0 1 2 3 4 5 6 7 8 9

Site of the Day

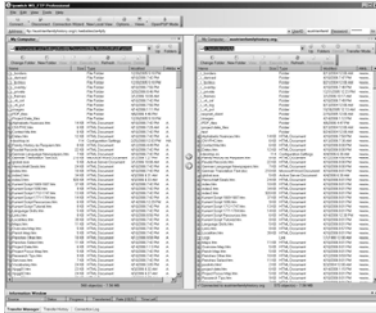
The Website of the Day is selected from the information available. It is awarded if it is one of the top 100 websites in the world, or if it is one of the top 100 websites in the world, or if it is one of the top 100 websites in the world.

<http://www.networksolutions.com/home.jsp;jsessionid=b35e14a1bcbf39ffffffda824b82fad94d2:OhhC7?layoutIdIndex=4>

Uploading Your Website

- How do I transfer files to my host?
 - Development software built in options
 - FTP software
 - Host transfer capabilities

Sample FTP Software



Marketing Your Website

- Who cares how great your site is . . .
If no one sees it!
- Search engine visibility
 - Superior cheap Internet marketing
 - Use all descriptive tools
 - "Heading" format
 - Web page descriptions
 - Image descriptors
 - Repeat searchable vocabulary

Shamelessly Promote Site

- Submit info to all search engines
- Request links from related sites
- Use site promotion services
- Keep track of your marketing
- Be relentless – contacts each day

Who is Observing You?

- Download free software
- *Ad-Aware se*
<http://www.lavasoft.de/news/product/info/>

Questions?



The End

Thank You!
