

Developing your Web Presence

Tools, ideas, and websites to get you started

Important Steps to consider as you begin

Control Your Web Presence

- "Scrub" online material associated with your name. focus efforts on Facebook
- Set up a "Google Alert"

Get educated about website creation

- Lynda.com - online tutorials, free for UW students it.wisc.edu/services/online-training-lynda-com/
- UW DesignLab - help with design of webpage, designlab.wisc.edu
- w3schools.com - help with HTML/CSS

Before You Create

- Think about what you want out of your webpage
 - Increase Name Recognition
 - Foster Collaboration
 - Improve Pedagogy
- Decide how much time can you commit to this webpage
- Know your webpage's audience

When you Create

- Do not become fluent in HTML/CSS but do become familiar with them
- Utilize WYSIWYG or website creation tools like Squarespace or Wordpress.com
- Think about Style
 - "Usability and utility, not the visual design, determine the success or failure of a website."
 - Focus on great content - not "flash"
 - Great book on design - Jason Beard, *The Principles of Beautiful Web Design*
- Great sites on style
 - <http://www.smashingmagazine.com/2008/01/31/10-principles-of-effective-web-design/>
 - webdesignledger.com/freebies/10-free-online-books-for-web-designers

Claim a Domain Name

- Domain = web address - www.yournamehere.com
- Long and cumbersome URLs are unprofessional - make it difficult to tell others about your website .
- Domains are cheap (~\$15 p/yr) and easily acquired from website builder services such as Squarespace and web hosts such as Reclaim Hosting.

Getting Yourself Online!

Social Media

Remember: limit the amount of personal content. Keep cat pictures to a minimum!

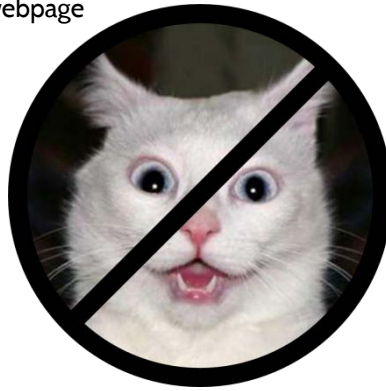
- Facebook
- LinkedIn
- Twitter

About.me

- Great option for a unified web presence, without having to build your own site
- Links to Facebook, Twitter, LinkedIn, provide brief introduction to you and your work in attractive format

Web creation Tools

- Squarespace
- Weebly
- Wix
- WordPress.com
- Sites.google.com
- Wordpress CMS



TIPS

- Given the time it saves you, it is worth the money to use a website builder when you create a website.
- Squarespace offers best design options, intuitive creation software, and customer support. It is also expensive: \$164 p/yr.
- If however you decide to create a website using a CMS (Wordpress, sites.google) you will need to host it, i.e have someone store your website's information online
- Reclaim Hosting is cheapest: \$25 p/year for hosting and domain registry.

More good sites on Style

- www.noupe.com/how-tos/7-key-principles-that-make-a-web-design-look-good.html
- www.umich.edu/~ece/resources/design.html
- www.netmagazine.com/features/top-50-books-web-designers-and-developers

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