



Jersey Photographic Club

The Essential Step-by-Step Guide to Building Your Own Website

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Agenda

- * Domain Registration
- * Website Hosting / Content Management System (CMS)
- * Website Hosting Options & Settings
- * Designing Website (Paper Exercise)
- * Which Template & Layout
- * Build & Testing Your Website
- * Demo - if Wi-Fi works?
- * Summary
- * Questions



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Domain Registration

- * Top Level Domain (TLDs)
 - * .com, co.uk, .je, .me, .org or .photography etc.
- * Consider Name
 - * Pen Island www.penisland.net
 - * Think longer term
- * Register more than one?
 - * www.jerseyphotoclub.org - Free domain included hosting (first year only)

Domain Registration

Find a Domain



Example: Search “Stephen Hart” for Domain

Unfortunately, stephen-hart.com is not available

stephen-hart.com

Check ▶

Alternative extensions recommended for you

stephenhart.website	register now	
stephenhart.net	register now	
stephenhart.info	register now	
stephenhart.eu	register now	

Domain Registration

DNS Settings Find Them



Step 1 – DNS settings from where hosting website

DNS SETTINGS

This table shows you the DNS entries needed to connect your domain. Incorrect or missing entries are highlighted in red. Log in to your domain provider to manage these settings. If you need help adding and removing DNS entries, follow our [step-by-step guide](#) that walks you through the process.

Host	Record	Required Data	Current Data
www	A	198.185.159.135	Correct
@	A	198.185.159.135	Correct

Domain Registration DNS Settings Update Them



Step 2 - Update DNS Settings where you host domain name
(Only needs done once – get help)

Domain Details	DNS Settings	Domain Settings
Destination: Webspaces	18+ Nameservers	> Edit Destination
Target: /.	A 198.185.159.135	> Edit Domain Contacts
Type: Additional domain	MX mx01.1and1.co.uk	> Edit DNS Settings
Status: Active	MX mx00.1and1.co.uk	> Additional Features
> Edit Domain Settings	> Display All Records	> Transfer to Another Provider

Note: Can take several hours to take effect

Geek Check Called “Time to Live” - JT is Approx. 2 Hours



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Website Hosting and CMS – Open versus Closed

- * **Example 1** - Word Press – Open Source Platform
 - * Tools: Access to thousands tools
 - * Support: Not supported but online information
 - * Hosting: Choose where to host and can move

- * **Example 2** - Squarespace - Closed Platform
 - * Tools: Limited tools compared with Word Press
 - * Support: 24x7 Customer Support & Online videos
 - * Hosting: Locked In



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Website Hosting

- * Check your Hosting/CMS works with your home device
 - * Seen some not work with Mac's!
 - * Check browser: Squarespace does not like IE9!
 - * Majority have free trial period
- * Unlimited or Restricted Storage / Bandwidth
 - * Read the small print!
- * Consider Email Hosting with Domain
- * Auto Renewal (don't let it lapse)

Website Hosting Cost Example



Domain Registration www.1and1.co.uk

- * .com £10.99 includes: 1 e-mail account and unlimited forwarding
 - * Stephen@grouville.com (email account);
lumiere@grouville.com; fatherchristmas@grouville.com (can forward to any email address)
- * Hosting www.squarespace.com Professional Option
 - * \$192 annual or \$16 a month
 - * Unlimited pages, galleries, and blogs, with unlimited storage and no caps on bandwidth



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Website Design

- * Create Logo – May need two versions
- * Create Site Map
 - * Card Sort Exercise
- * Header & Footer
- * Accessibility
- * Links open new page
- * Naming convention – Pages/Files
- * Page Not Found – 404 Error

Website Design

Create Logo



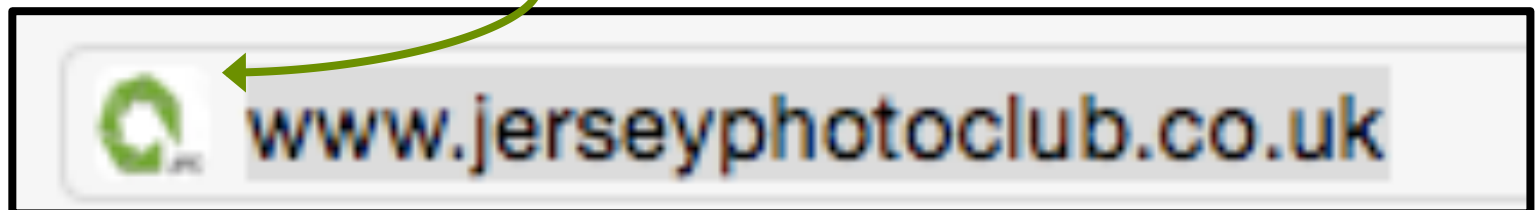
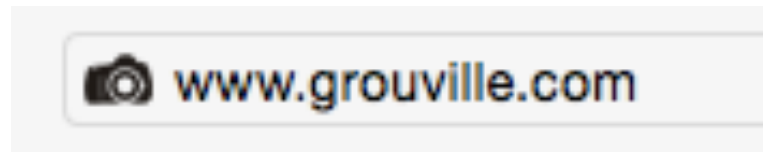
Types May Require 2 Versions

- * Square

- * Banner



- * Website Address Bar



Website Design Title & Tag Line



SITE TITLE / TAG LINE

The Site Title is used wherever the title of the site appears, while the Tag Line is used on some templates where applicable.

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Name as appears
In browser tab

JerseyPhotoClub.co.uk

Tag Line, used on
some templates

LOGO IMAGE

Upload a logo image to be used in the place of your site title. Use the template style editor to control your logo size on screen directly from the front of your site.

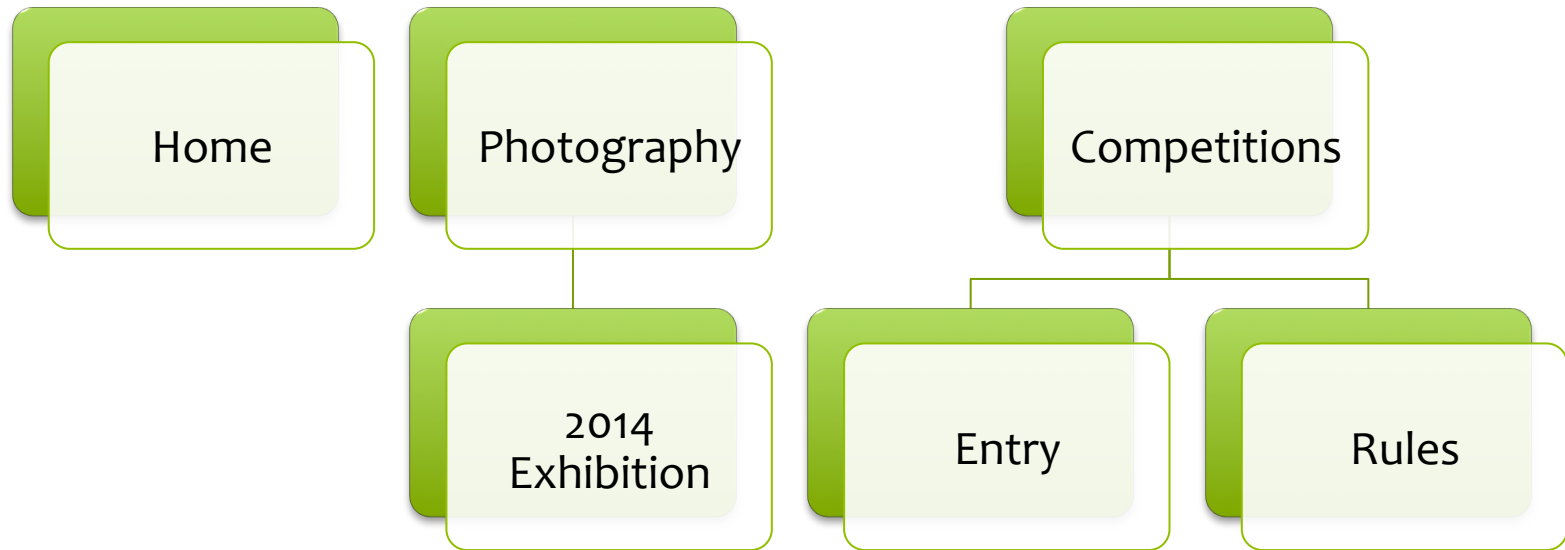


Website Design

Create Site Map



Card Sort Exercise



1. Write page names on card
2. Sort into order
3. Review and change names until happy
4. Not too shallow and not too deep¹³

Website Design File Naming



Content Files External



New File



Existing File

search

2014-12-08 Results Second Quarter...

2015-01-26 Results Natural History....

2015-01-12 Results Macro and Extre...

2014-10-13 Results First Quarterly.pdf



Open in New Window

Clear file naming important
when adding existing file as
easier to find

Tick this opens new window

Website Design

Page Naming



CONFIGURE PAGE

Basic Advanced

Navigation Title

London Pictures

The name for this page, as it appears in navigations.

Page Title

London Pictures

The name of this page, as it appears in the top of the browser window.

URL Slug

/london-pictures

The unique location slug for this page.

Auto creates this. Consider changing.

Website Design Page Not Found



Create page then link in settings

404 Error / Page Not Found

Default Text Editor

Escape Key

Import / Export

External Services

Developer Mode

Code Injection

URL Mappings

Image EXIF/IPTC Importing



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404

Sorry page you were looking for was not found click on
button below to go back to home page.

HOME PAGE



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Template & Layout

- * Research sites you like
 - * Mobile First - Responsive versus Adaptive
- * Look for photographic templates
- * Template Options
 - * Images Portrait & Landscape
- * Where to present & store images?
- * Consider how display images
- * Plugins / Code Snippets?

Template & Layout Images Located?



The screenshot displays a Joomla! website template. On the left is a sidebar navigation menu. The 'MAIN NAVIGATION' section is circled in red and contains links to 'Home', 'My Pictures', and a list of galleries including 'St John's Manor', 'St Catherine's W...', 'Masonic Temple', 'St Ouen Light Pai...', 'London Pictures' (circled in red), and an 'Add Page' button. Below this is the 'SECONDARY NAVIGATION' section, which includes links to 'Home' and 'Contact'. At the bottom of the sidebar, the 'NOT LINKED' section is also circled in red. The main content area features a large image of a red London double-decker bus at night, with a yellow car in the foreground. The text 'hello beautiful' is overlaid on the bus, and 'London Pictures' is written in large white letters across the bottom of the image. A grey text box with a green arrow pointing to the 'London Pictures' link in the sidebar contains the text: 'Images not here, but point to gallery below. (see next slide)'. At the bottom of the slide, there are three smaller images: a close-up of the bus, a night view of a London street with a double-decker bus, and a dark image of a building.

← HOME

MAIN NAVIGATION

- Home
- My Pictures
 - St John's Manor
 - St Catherine's W...
 - Masonic Temple
 - St Ouen Light Pai...
 - London Pictures**
- + Add Page
- Links
- Contact

SECONDARY NAVIGATION

- Home
- Contact

NOT LINKED

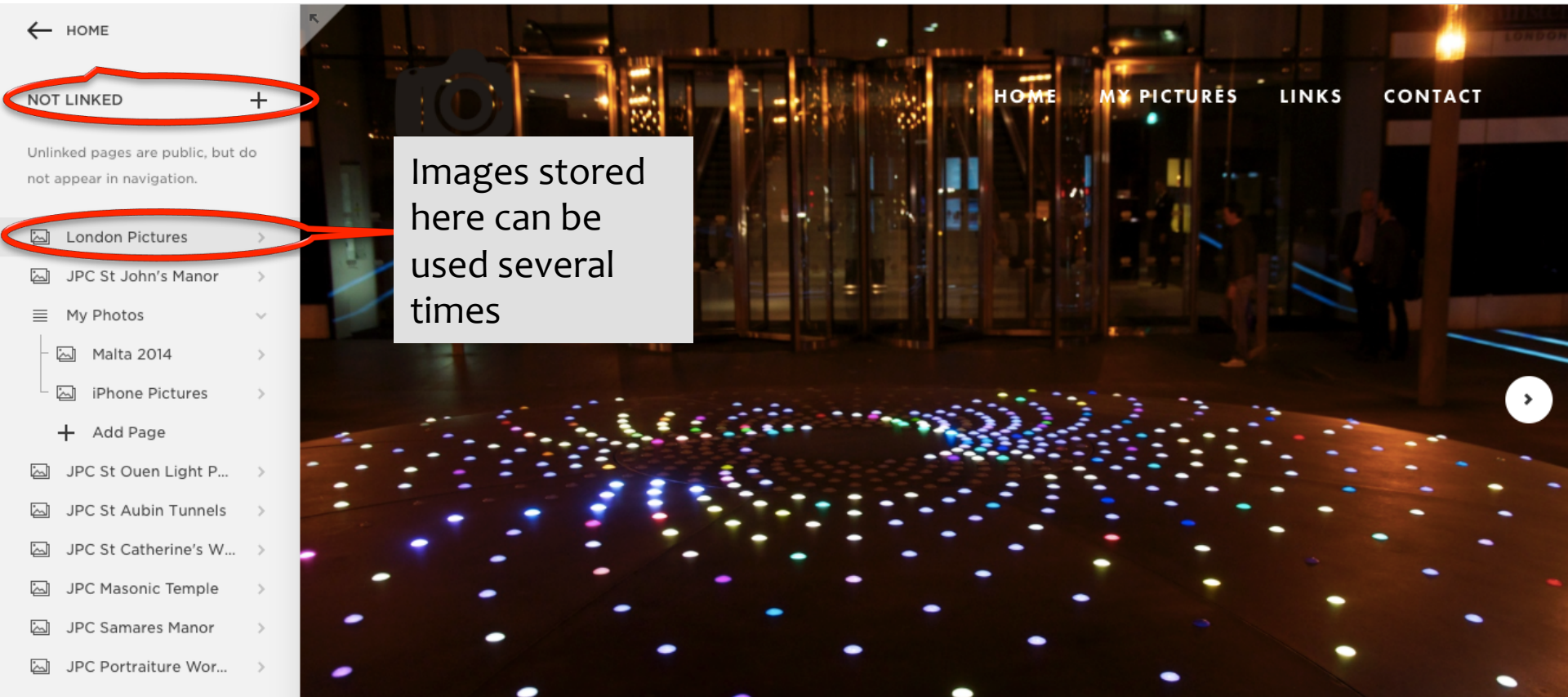
hello beautiful

London Pictures

Images not here, but point to gallery below.
(see next slide)

Template & Layouts

Image Stored?



Template & Layouts

Gallery Settings



EDIT GALLERY

Content Design

Slideshow Carousel Grid Stacked

Aspect Ratio

1:1 Square

☐ Crop Images

Crop images to the aspect ratio.

2

Choose the thumbnails per row.

20

Padding around the gridded images.

☒ Lightbox

Clicking on the images will pop the image up in a lightbox.

CANCEL REMOVE SAVE

Gallery Type

Number Images Per Row

Click on image opens new window

Template & Layouts

Code Snippet



```
<iframe src="https://www.google.com/calendar/embed?  
src=jerseyphotographicclub%40googlemail.com&ctz=Europe/London"  
style="border: 0" width="800" height="600" frameborder="0"  
scrolling="no"></iframe>
```



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Today ◀ ▶ April 2015 ▼

Mon	Tue	Wed	Thu	Fri
30 19:30 Trophies Comp	31	1 Apr	2	
6 NO MEETING	7	8	9	

EDIT CODE

☐ Display Source

HTML

```
<iframe src="https://www.google.com/calendar/embed?  
src=jerseyphotographicclub%40googlemail.com&ctz=Europe/London"  
style="border: 0" width="800" height="600" frameborder="0"  
scrolling="no"></iframe>
```



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Build & Test

- * Create Basic Outline with test content
 - * Test different template
- * Test your knowledge (don't be afraid to break it)
 - * Delete Page and then recover
 - * Create different content types
 - * Test settings – example galleries
 - * Test Design Options
- * Metrics
- * Security – Users & Passwords

Build & Test Metrics - Page Views & Visits



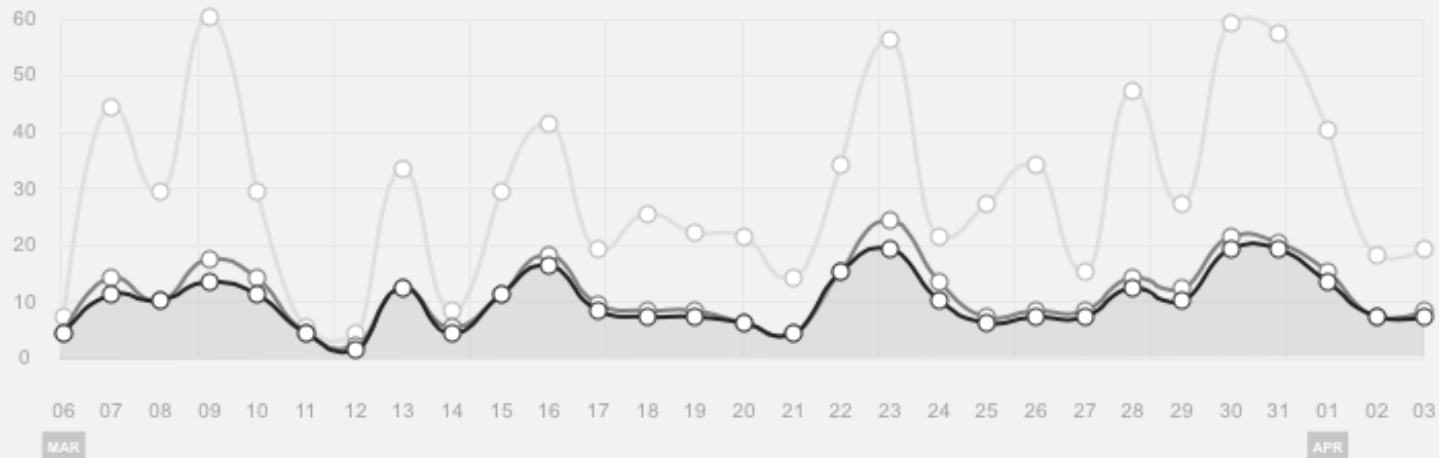
OVERVIEW

HOURLY

DAILY

WEEKLY

MONTHLY



318 ^{avg}
10
Visits

844 ^{avg}
29
Page Views

280 ^{avg}
9
Audience Size

Build & Test

Metrics - Browsers & O/S



BROWSERS

40.88% 130 Safari	30.19% 96 Chrome	12.58% 40 Gecko(Firefox)	5.97% 19 Unknown	3.77% 12 IE9
3.46% 11 KHTML	1.26% 4 IE	0.94% 3 Opera9	0.63% 2 IE8	0.31% 1 IE7

OPERATING SYSTEMS

40.57% 129 MacOSX	38.05% 121 Win7	10.69% 34 iPhone	5.35% 17 Win8	1.57% 5 Android
0.94% 3 WinXP	0.94% 3 Win	0.94% 3 WinVista	0.63% 2 Unknown	0.31% 1 Linux

Build & Test Metrics - Popular Content



POPULAR CONTENT

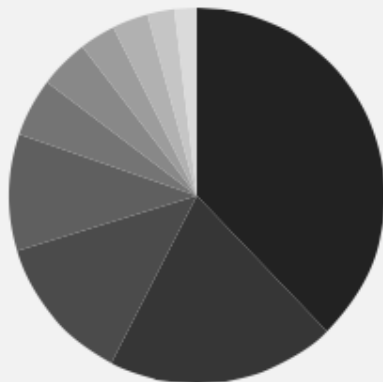
1 DAY

2 DAYS

3 DAYS

WEEK

MONTH



267
Total Page Views

● 37.83%
Welcome to the JPC Website

● 19.69%
Jersey PhotoGraphic Club -
Google Calendar

● 12.74%
JPC Events List

● 10.04%
Competition Results 2015

● 5.02%
Jersey Photographic Club &
Local News

● 4.25%
2014 JPC Exhibition

● 3.09%
Competition Results 2014

● 3.09%
For Sale

● 2.32%
Contact Us

● 1.93%
About JPC

Resources



Squarespace – Examples

- * You Tube www.youtube.com/user/squarespace
- * <http://help.squarespace.com/>

Word Press – Examples

- * www.wordpress.com/website
- * <https://wordpress.org/download>



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Demo





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Summary

1. Register Your Domain
2. Select Hosting / CMS
3. Design your site – Paper Exercise
4. Build & Test
5. Get Feedback & Monitor



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Questions



Ernest Hemingway to Irving Penn:

“Your photos are really good. What camera do you use?”

Irving Penn to Ernest Hemingway:

“Your novels are excellent. What typewriter do you use?”