

WEBSITES PUBLISHING

http://www.tutorialspoint.com/internet_technologies/website_publishing.htm

Copyright © tutorialspoint.com

Website publishing is the process of uploading content on the internet. It includes:

- uploading files
- updating web pages
- posting blogs

Website is published by uploading files on the remote server which is provided by the hosting company.

Prerequisites for Website Publishing

In order to publish your site, you need the following things:

- Web development software
- Internet Connection
- Web Server

Web development software

It is used for building web pages for your web site. Dreamweaver and WordPress are example of web development softwares.

Internet Connection

Internet connection is required to connect to a remotely located web server.

Web Server

Web server is the actual location where your website resides on. A web server may host single or multiple sites depending on what hosting service you have paid for.

WEBSITES URL REGISTRATION

A domain name is the part of your Internet address that comes after "**www**". For example, in **www.tutorialspoint.com** the domain name is **tutorialspoint.com**.

A domain name becomes your Business Address so care should be taken to select a domain name. Your domain name should be easy to remember and easy to type.

Domain Extensions

The final letter at end of internet address is known as top level domain names. They are called top level because they are read from right to left, and the part after the dot is the highest in a hierarchy.

The following table shows the **Generic** Top-Level Domain names:

Domain	Meaning
.com	Commercial Business
.edu	Education
.gov	U.S. government agency
.int	International Entity
.mil	U.S. military
.net	Networking organization
.org	Non profit organization

Registering Domain Name

Registering a Domain Name is very simple. You can take following step to get your desired domain name registered:

- Think of a name that justifies your business need. To find out the available names you can enter a name at commercial domain name registrar such as GoDaddy.
- If the domain name entered by you is available, then select that particular domain name.
- Now it will ask you for other additional services such as Email inbox, hosting etc. that host also provides. You may choose what's best for you.
- Now they will ask you for your personal information which is stored in WHOIS database.
- It will then ask for payment information. Pay for the purchase you have made. Make sure you enter the correct payment information.
- Once you are done with all above steps, you are ready to use their tools to upload your stuff to your site.

Domain Name Registrar

There are a number of domain name registrars available in the market. The following table contains some of popular domain name registrars:

S.N.	Domain Name Registrar
------	-----------------------

	Address Creation, LLC
	Addressonthe web, LLC
	101domains, INC
	Atomicdomainnames, LLC
	BigRock Solutions Ltd
	Black Ice Domain, Inc
	Block Host LLC
	Domain Monkeys, LLC
	Domain Mantra, Inc.
	DomainName, Inc.
	Dot Holding Inc.
	DotMedia Ltd
	Extend Names, Inc.
	Extremely Wild
	Fast Domain Inc.
	Google Inc

WEBSITES HOSTING

Overview

Web hosting is a service of providing online space for storage of web pages. These web pages are made available via **World Wide Web**. The companies which offer website hosting are known as **Web hosts**.

The servers on which web site is hosted remain switched on 24 x7. These servers are run by web hosting companies. Each server has its own IP address. Since IP addresses are difficult to remember therefore, webmaster points their domain name to the IP address of the server their website is stored on.

It is not possible to host your website on your local computer, to do so you would have to leave your computer on 24 hours a day. This is not practical and cheaper as well. This is where web hosting companies comes in.

Types of Hosting

The following table describes different types of hosting that can be availed as per the need:

S.N.	Hosting Description
1.	Shared Hosting In shared hosting, the hosting company puts thousand of website on the same physical server. Each customer has their own allocation of physical web space and a set of bandwidth limit. As all websites share same physical memory, MySQL server and Apache server, one website on the server experiencing high traffic load will affect performance of all websites on the server.
2.	Virtual Private Server VPS It is also known as Virtual Dedicated Server. It is a server which is partitioned into smaller servers. In this customer is given their own partition, which is installed with its own operating system. Unlike shared hosting, VPS doesn't share memory or processor time rather it allocates certain amount of memory and CPU to use which means that any problem on a VPS partition on the same drive will not affect other VPS customers.
3.	Dedicated Server In this kind of hosting, single dedicated server is setup for just one customer. It is commonly used by the businesses that need the power, control and security that a dedicated server offers.
4.	Reseller Hosting A reseller acts as a middle man and sells hosting space of someone else's server.
5.	Grid Hosting Instead of utilizing one server, Grid Hosting spreads resources over a large number of servers. It is quite stable and flexible. The servers can be added or taken away from the grid without crashing the system.

Web Hosting Companies

Following are the several companies offering web hosting service:

S.N.	Hosting Company
1.	Blue Host

2.	Go Daddy
3.	Host Gator
4.	just Host
5.	Laughing Squid
6.	Hivelocity
7.	liquid Web
8.	Media TempleServInt
9.	Wired Tree
10.	Wild West Domains
11.	Wix
12.	WIPL
13.	Big Rock

Loading [MathJax]/jax/output/HTML-CSS/fonts/TeX/fontdata.js

WEBSITE SECURITY CONSIDERATION

Websites are always prone to security risks. **Cyber crime** impacts your business by hacking your website. Your website is then used for hacking assaults that install malicious software or malware on your visitor's computer.

Hackers may also steal important customer data such as credit card information, destroy your business and propagate illegal content to your users.

Security Considerations

Updated Software

It is mandatory to keep your software updated. It plays vital role in keeping your website secure.

SQL Injection

It is an attempt by the hackers to manipulate your database. It is easy to insert rogue code into your query that can be used to manipulate your database such as change tables, get information or delete data.

Cross Site Scripting XSS

It allows the attackers to inject client side script into web pages. Therefore, while creating a form it is good to ensure that you check the data being submitted and encode or strip out any HTML.

Error Messages

You need to be careful about how much information to be given in the error messages. For example, if the user fails to log in the error message should not let the user know which field is incorrect: username or password.

Validation of Data

The validation should be performed on both server side and client side.

Passwords

It is good to enforce password requirements such as of minimum of eight characters, including upper case, lower case and special character. It will help to protect user's information in long run.

Upload files

The file uploaded by the user may contain a script that when executed on the server opens up your website.

SSL

It is good practice to use SSL protocol while passing personal information between website and web server or database.

SEARCH ENGINE OPTIMIZATION

http://www.tutorialspoint.com/internet_technologies/search_engine_optimization.htm Copyright © tutorialspoint.com

What is SEO

Search Engine Optimization refers to set of activities that are performed to increase number of desirable visitors who come to your site via search engine. These activities may include thing you do to your site itself, such as making changes to your text and HTML code, formatting text or document to communicate directly to the search engine.

Types of SEO

SEO can be classified into two types: **White Hat SEO** and **Black Hat or Spamdexing**

White Hat SEO

An SEO tactic, technique or method is considered as **White Hat** if it follows the followings

- If it conforms to the search engine's guidelines.
- If it does not involves any deception.
- It ensures that the content a search engine indexes and subsequently ranks is the same content a user will see.
- It ensures that a Web Page content should have been created for the users and not just for the search engines.
- It ensures the good quality of the web pages.
- It ensures the useful content available on the web pages.

Always follow a White Hat SEO tactic and don't try to fool your site visitors. Be honest and definitely you will get something more.

Black Hat or Spamdexing:

An SEO tactic, technique or method is considered as Black Hat or Spamdexing if it follows the followings:

- Try to improve rankings that are disapproved of by the search engines and/or involve deception.
- Redirecting users from a page that is built for search engines to one that is more human friendly.
- Redirecting users to a page that was different from the page the search engine ranked.
- Serving one version of a page to search engine spiders/bots and another version to human visitors. This is called **Cloaking SEO** tactic.
- Using Hidden or invisible text or with the page background color, using a tiny font size or hiding them within the HTML code such as "no frame" sections.
- Repeating keywords in the Meta tags, and using keywords that are unrelated to the site's content. This is called **Meta tag stuffing**.
- Calculated placement of keywords within a page to raise the keyword count, variety, and density of the page. This is called **Keyword stuffing**.

- Creating low-quality web pages that contain very little content but are instead stuffed with very similar key words and phrases. These pages are called **Doorway** or **Gateway Pages**
- **Mirror web sites** by hosting multiple web sites all with conceptually similar content but using different URLs.
- Mirror web sites by hosting multiple web sites all with conceptually similar content but using different URLs.
- Creating a rogue copy of a popular web site which shows contents similar to the original to a web crawler, but redirects web surfers to unrelated or malicious web sites. This is called **Page hijacking**.

Key Elements to ethical SEO

Keyword research

It allows you to see which keywords users actually employ to find products and services within your chosen market, instead of making guesses at the keywords you believe are the most popular.

Content development

Content development involves:

- Navigational flow and menu structure
- Site copy or articles
- Headings and sections

Web development

Web development involves:

- Text-based site development wherever possible.
- Clean and logical site structure.
- Proper markup of key page elements.

Link Building

Building links will make up about 60% of your work. There are ways to automate this process using shortcuts, workarounds, and submission services.

Internal linking is also very important. Treat the way you link to your own content same as you would link from an external site.

Webmaster Tools

Webmaster dashboard is provided by both **Google** and **Bing** that gives insight into activity by the search engine on any site that has been registered and verified via dashboard.

Dashboards offer a number of tools which allow us to understand how the search engine sees your site. These are the only way to **identify crawling, indexing**, and the **ranking issue** with your site.

SEO Do's and Do'ts

DO's

There are various other tips which can help you to optimize your web site for many Search Engines:

- Create logs of pages and each page should however contain a minimum of about 200 visible

words of text to maximize relevance with Google.

- Create a **Sitemap, Help, FAQ, About Us, Link to Us, Copyright, Disclaimer, and Privacy Policy** pages on mandatory basis.
- Create a home page link to each and every web page and provide easy navigation through all the pages.
- Pay attention to your dynamic page URLs. Google can crawl and index dynamic pages as long as you don't have more than 2 parameters in the URL.
- Check your complete site for broken links. Broken links will reduce your other pages rank as well.

Do'nts

Here is the list of Do'nts that one should keep in mind all the times:

- Don't keep hidden text on your web pages.
- Don't create alt image spamming by putting wrong keywords.
- Don't use Meta tags stuffing.
- Don't use frames and flash on your site.
- Don't exchange your links with black listed sites.
- Don't try to fool your site visitors by using miss spelled keywords.
- Don't send spam emails to thousand of email IDs.
- Don't use too much graphics on your site.
- Don't create too many doorway pages.
- Don't try to create duplicate content of pages.
- Don't submit your website many times in a single search engine.
- Don't use sub-directory depth more than 1-2.
- Don't create too many dynamic pages. Try to convert them into static pages.
- Don't bloat your pages with code.
- Don't nest your pages.

WEBSITE MONETIZATION

http://www.tutorialspoint.com/internet_technologies/website_monetization.htm

Copyright © tutorialspoint.com

Website monetization refers to making money from the website. It is done by converting existing traffic to a particular website into revenue.

Methods of Monetization

Display Advertising

It refers to the banners and text ads. This method is good for the websites that have significant traffic, valuable audience, relevant and active advertisers.

Affiliate Marketing

It refers to steering the visitors to products and services of a third party merchant. It is good for the websites that are product centric and have easy integration into content.

Lead generation

It refers to capturing the customer information and selling it to a third party.

Email rental

It refers to renting out your email lists to third parties. In this you will send an email on their behalf to your distribution list.