

How Websites Work



Alice is browsing the website that Bob has created.



Most websites are written by combining information in 3 languages.

- HTML
- CSS
- Javascript



HTML [HyperText Markup Language]



Markup languages consist of tags containing data.

```
<div class="code">  
  <h1>Hello World</h1>  
  <hr>  
</div>
```

HTML is a markup language with tags describing the data contained in a web page.



CSS [Cascading Style Sheets)

CSS is the language used to describe the style in which the data is to be presented.



Hello World

The html description of the page may contain the words: 'Hello World' and a CSS description on how to display it. For example, as RED 'Times-new-roman'. 60-point centered text.



Javascript



If the website creator wishes to have the page perform some action, say, allowing the user to buy a product, a scripting language is required.

Javascript is the most common scripting language used to power website actions. Javascript commands are sent to the page inside special tags defined in the HTML.



Alice is browsing the website that Bob has created.



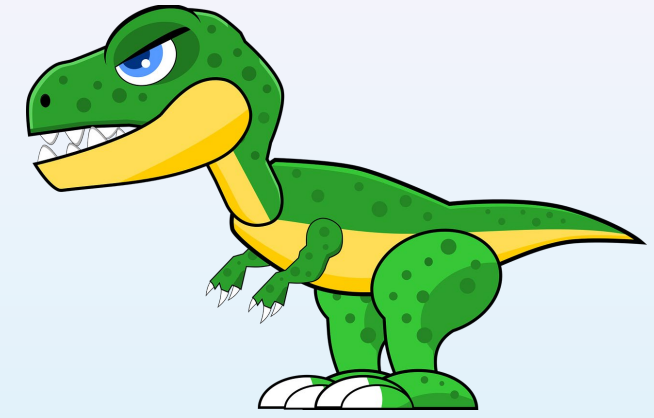
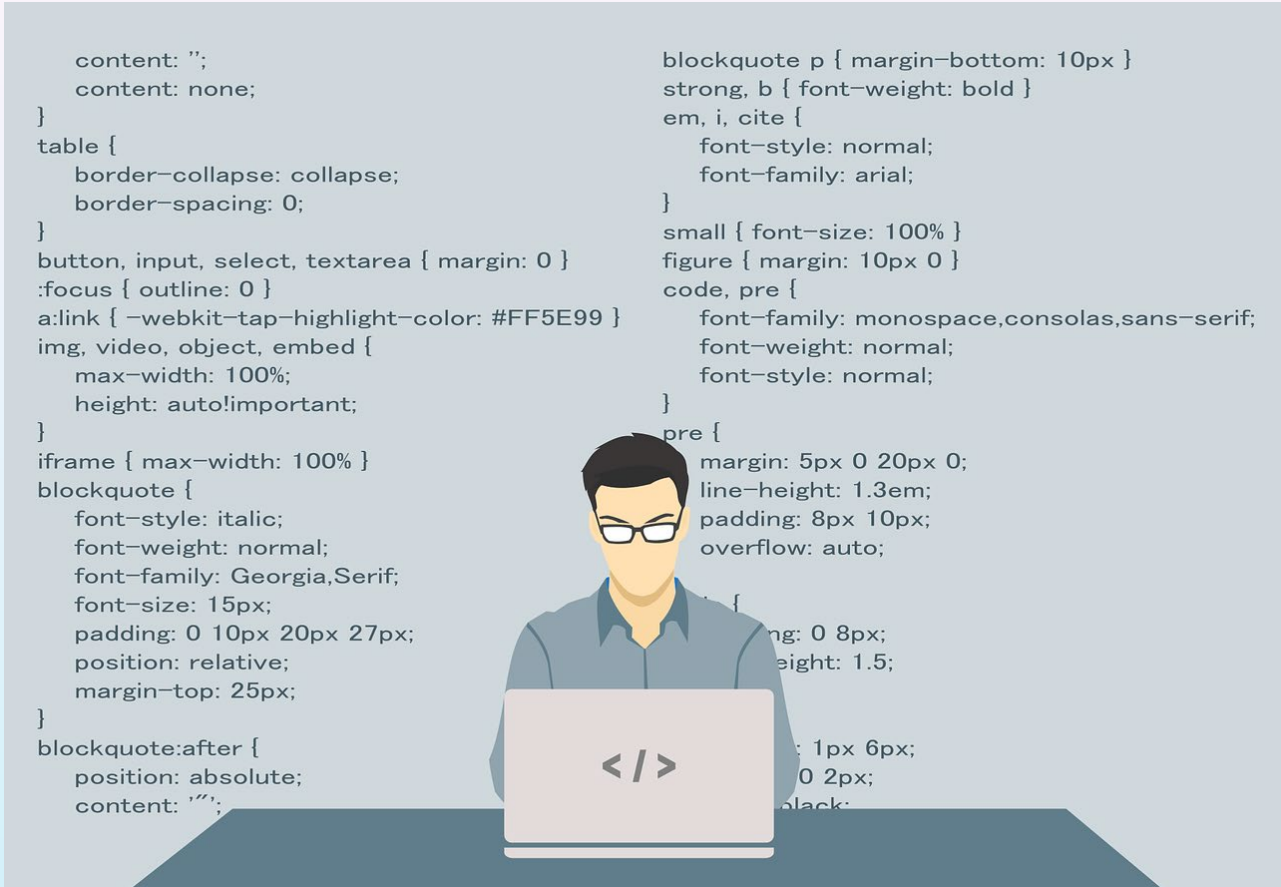
Alice

```
<li><a href="index.html">Home</a></li>
<li><a href="home-events.html">Home Events</a></li>
<li class="multi-col-menu.html">Multiple Column Menu on Larger Viewports
  <ul>
    <li><a href="#" class="current">Header Options</a>
    <li><a href="tall-button-header.html">Tall Button Header</a>
    <li><a href="image-logo.html">Image Logo</a>
    <li class="active"><a href="tall-logo.html">Tall Logo Image</a>
  </ul>
</li>
<li class="has-children"> <a href="#">Carousels</a>
  <ul>
    <li><a href="variable-width-slider.html">Variable Image Width Slider</a>
    <li><a href="testimonial-slider.html">Testimonial Slider</a>
    <li><a href="featured-work-slider.html">Featured Work Slider</a>
    <li><a href="equal-column-slider.html">Equal Column Slider</a>
    <li><a href="video-slider.html">Video Slider</a>
    <li><a href="mini-bootstrap-carousel.html">Mini Slider</a>
  </ul>
</li>
```



Bob





In the early internet, when dinosaurs still roamed the earth, web designers had to create their sites by typing everything in as HTML, CSS, and JS.





Nowadays designers use graphical page editors called Page Builders allowing them to 'draw' the pages. The pages are automatically converted to HTML for them.



Alice's computer receives the HTML
From the internet.



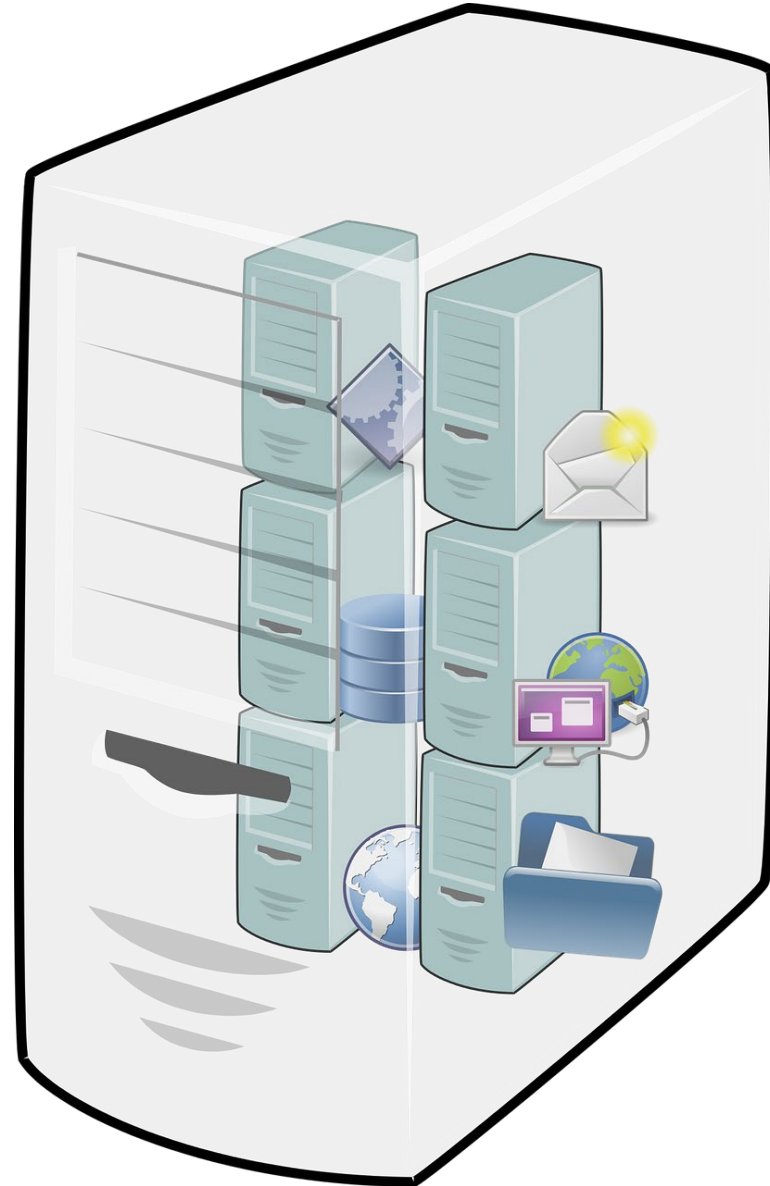


Special programs called **BROWSERS** convert the HTML back into visual web pages.

```
html">Home</></li>
ents.html">Home Events</></li>
col-menu.html">Multiple Column Menu on Larger Viewport
dren"> <a href="#" class="current">Header Options</>
="tall-button-header.html">Tall Button Header</></li>
="image-logo.html">Image Logo</></li>
active"> <a href="tall-logo.html">Tall Logo Image</>
ldren"> <a href="#">Carousels</>
f="variable-width-slider.html">Variable Image Width Slider</>
f="testimonial-slider.html">Testimonial Slider</>
f="featured-work-slider.html">Featured Work Slider</>
f="equal-column-slider.html">Equal Column Slider</>
f="video-slider.html">Video Slider</></li>
f="mini-bootstrap-carousel.html">Mini Slider</>
```



A SERVER is a high-powered computer which stores applications and data to be used by other computers.

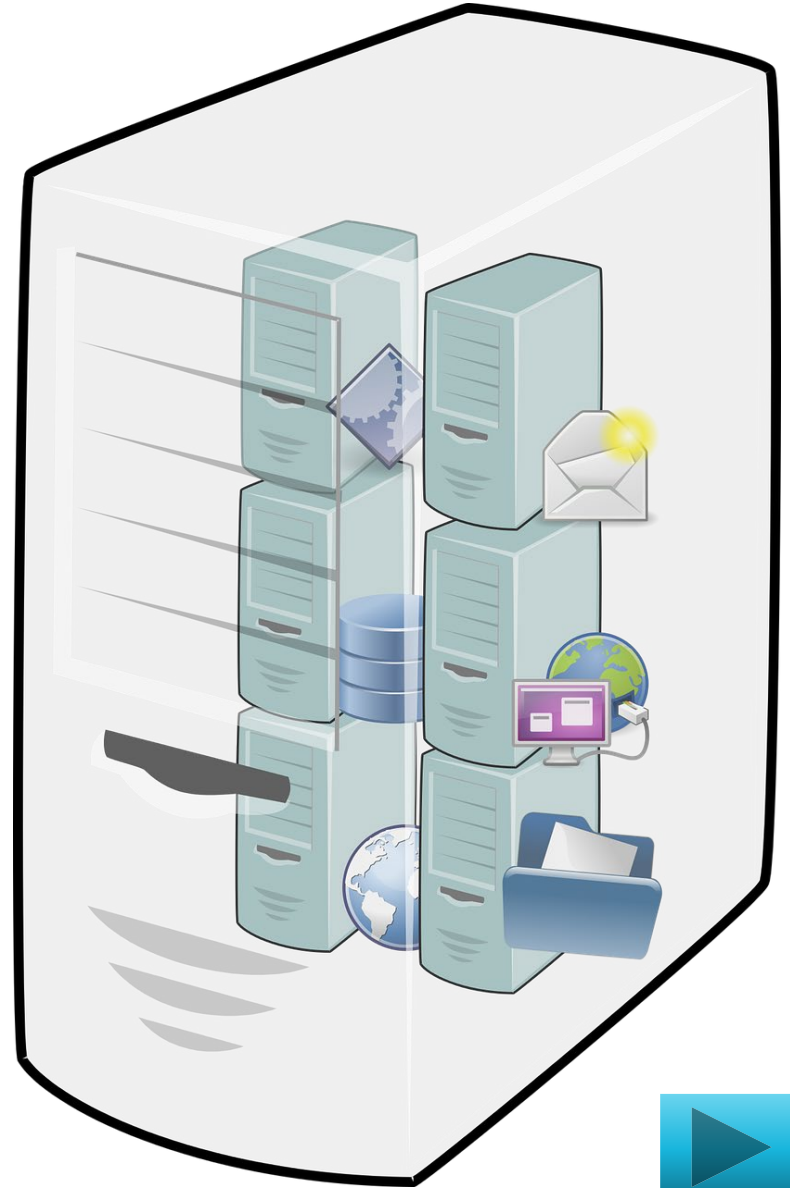


The internet is composed of thousands of servers and computers linked together.



Servers are costly to buy. Running the web service is technically complicated and time consuming.

Should I do this myself?



Now can I start
designing my sites?



Most people use a **Hosting company to manage their websites.**

The hosting company maintains the web infrastructure and the connection between the hosted websites and the rest of the internet.



Website Infrastructure



Rats! More choices



You are not quite ready to start designing.

There are a lot of standard tasks that need to be done on your site.

You have to manage your content files, the creation of user accounts and their passwords, etc.



Wordpress: an infrastructure layer



Wordpress is a popular infrastructure with lots of functionality and plugins to extend its power.



THEME – the basic look and feel of your site



After selecting your infrastructure, you select a Theme.

Your theme contains widgets (like photo galleries, text boxes, buttons etc) and page layouts and templates.

You should choose a theme that matches your business message: simple, modern, retro, etc.

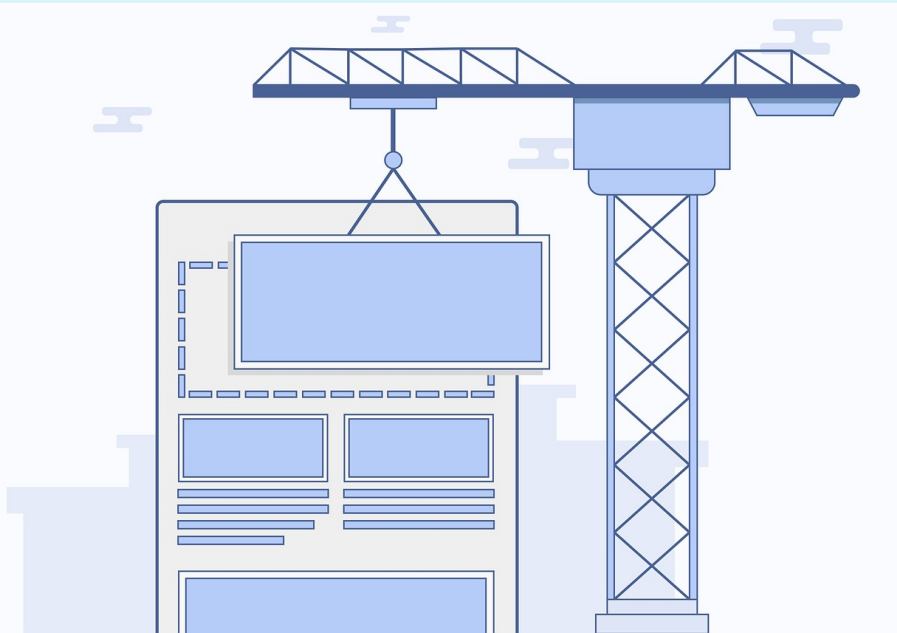


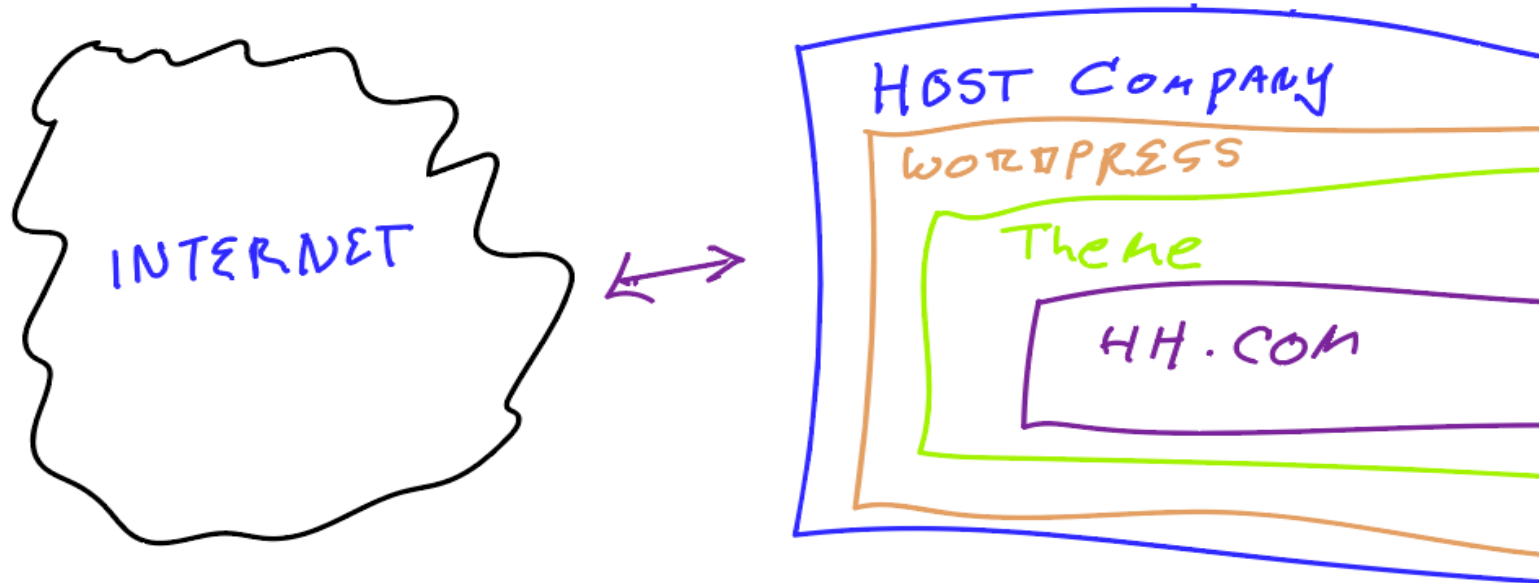
Page Builder: creating your pages

Your theme usually comes with a **Page Builder**.

A powerful page builder will save you lots of time.

A good Page Builder allows you to use the latest design trends on your sites, e.g. parallax scrolling, interactive videos, etc





HOST COMPANY - PROVIDES COMPUTER AND WEB CONNECTION

WORDPRESS - SOFTWARE INFRASTRUCTURE: USERS, SECURITY, CONTENT STORAGE

THEME - PROVIDES GRAPHIC DESIGN TOOLS FOR CREATING CONTENT

HH.COM - YOUR SITE



I am ready to get my message out.



You are ready to start!
Go forth and create content.

