Marketing yourself online

Part 2: Building your personal website

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- Part 2: Building your personal website
    1. Learn the language(s)
    2. Choose a content management system
    3. Choose a hosting provider
    4. Choose a domain name provider

Wax philosophical… "Separation of presentation and content" – separation of concerns
Markup structures the content
Styling makes it look good

HTML is the language of the web. Well, not exactly a language- a markup system. Basically, a way of lending structure to content.

Shows markup unrendered and rendered

Lingua franca – invented when developers realized that HTML was a great way to communicate information to people, but not such a great way to communicate between computers. For the purposes of this presentation, I will only teach HTML- if there's time at the end I'll cover some of the differences between HTML and XHTML

Point is you can change how it looks on a whim, without having to change the content or markup. Example- if you think these buildings would look better in a different color, you don't have to go all the way back to Venice and repaint them- you just use Photoshop.

Note that this isn't meant to be comprehensive- it's just enough to get you started and to tweak CMS themes

Content Management Systems (CMS)
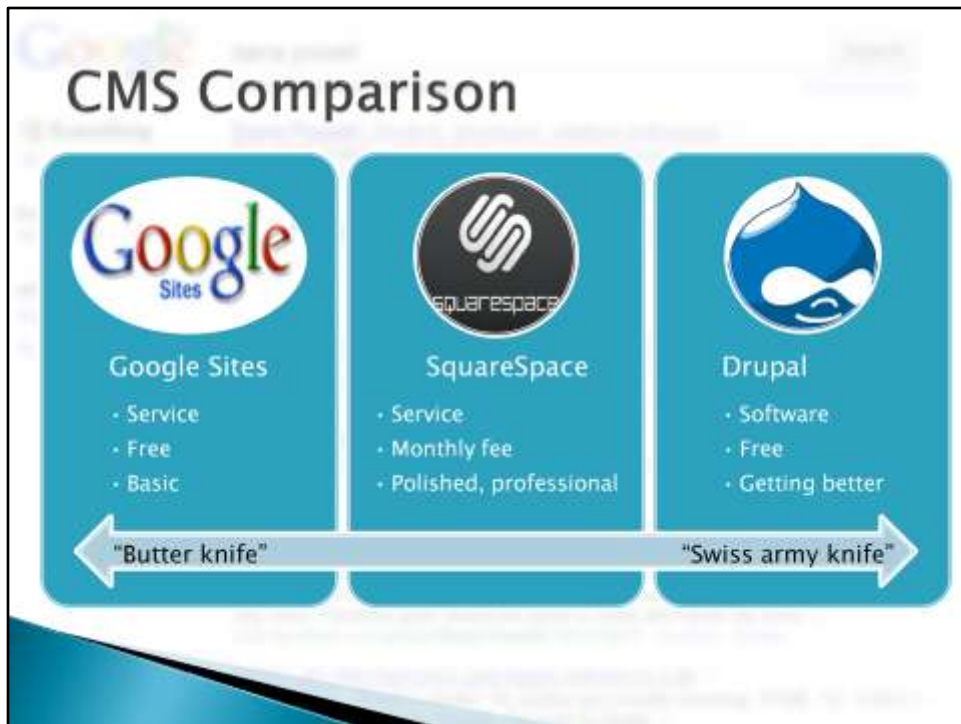
- › Content stored in a database as "nodes"
- › Nodes are filtered through a series of modules to provide structure
- › Nodes are styled by themes

A CMS allows you to…

- Harness the power of existing themes and plugins
- Make changes anywhere, anytime, without special software
- Keep things organized
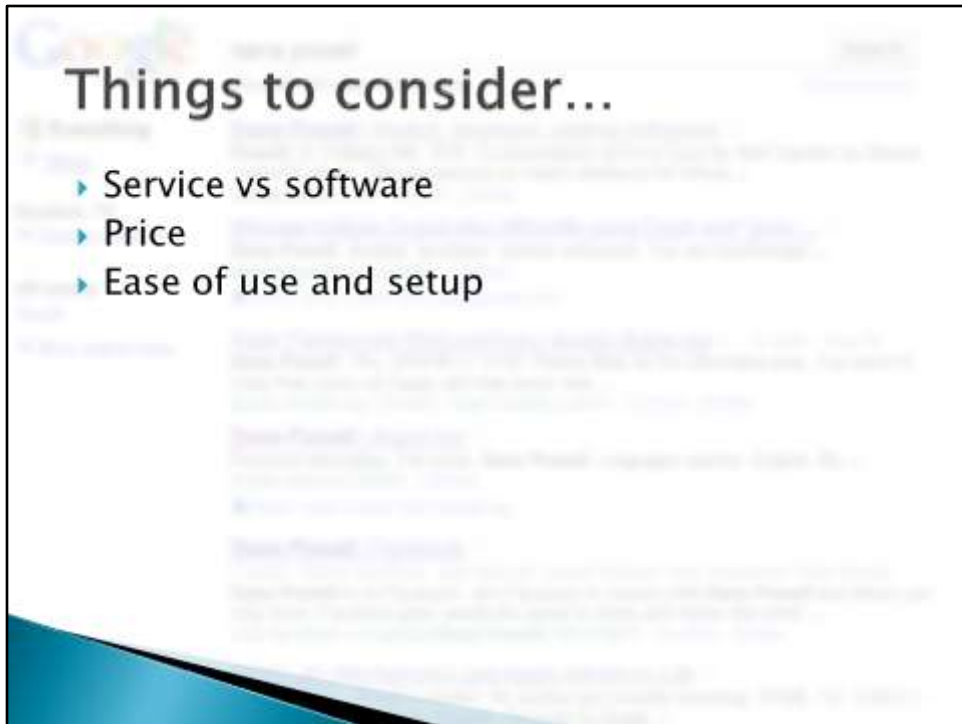
Service vs software- versatility, portability, control of data

CMS Comparison

Only going to guide you through Google sites today – same principles should apply to other providers

How to choose a hosting provider

- Shared Hosts
  - Language and database support
    - PHP, ASP, MySQL
  - Speed and reliability
  - Disk, database, and bandwidth quotas
  - Prices: $5–15 / month
- Virtual Private Servers
  - Operating system
  - Disk, RAM, processor, and bandwidth quotas
  - Prices: $20+ / month
  - Recommended: linode.com

How to choose a domain name provider

- Price
- Price
- Price*

*Reputation, privacy guards, and MX records are also important

Recommended combination

- Domain registration: Netfirms ($7 / year)
- Web hosting: Google Sites (free)
- Email filtering: Google Apps (free)