



Everyone's Smart University

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Introduction:

A website is a group of connected pages on the World Wide Web, which is considered a single entity usually owned by a single person or organization, and is devoted to a single topic or to several closely related topics. [1]

The development of the World Wide Web began in 1989, by Tim Berners-Lee and his colleagues at CERN, an international scientific organization based in Geneva, Switzerland, where they created the Hypertext Transfer Protocol, which unifies the links between servers and clients. Text-based web browsers were available to be issued. In January 1992,

The World Wide Web quickly gained acceptance with the creation of a web browser called Mosaic, which was developed in the United States by Mark Andreassen and others at the National Center for Supercomputing Applications at the University of Illinois and was launched in September 1993. [2]

How to create a website

Several steps must be taken to create a new website and ensure its success. According to ThoughtCo, these steps are summarized as follows: [3]

- **Website hosting:** In this step, a place is rented to hold the website files.
- **Register a domain name for the website:** Where a domain name is purchased for the website, which is the address that is entered in a web browser to access the website.
- **Website planning:** These steps include determining the type of website, as well as its look and feel.
- **Website design:** This step is the most complicated among the others; For those who want to design a site must be a scientist in a few things, such as the basics of design, knowledge of the languages used in the design, and so on.
- **Publish the website:** In this step, the website files are uploaded to the website host. Promoting and marketing the site: to increase the number of its visitors.
- **Regular maintenance of the website:** The website must be maintained and updated if necessary.

Domain name registration

The domain name that the website owner wants to use for visitors to enter the site is purchased, and the domain name purchase prices range between \$ 8-35 annually, and it is purchased from one of the sites that specialize in selling it, and some companies that provide hosting services may also provide names Domains in case the subscriber wishes to purchase them, and this facilitates the process of managing the site so that the hosting service in addition to the domain name are on the same account.

Planning for the website

The website must be planned before starting to design it, so its type is determined, which in turn affects the design process later, and how the visitor's movement within the site is determined by

creating a site map , which clarifies the structure of the site and its pages in addition to the links that Include it. Also, during the website planning stage, the website content is determined from text, images, video clips, etc. [4]

Website design

The website is designed using one of the well-known web design methods, it can be programmed using website building languages such as HTML Stacked Styles Pages (CSS), in addition to JavaScript , And as another way, it is possible to resort to a website design software, or content management software (CMS) that facilitates the design process. [5]

Publish the website

Website files are uploaded to the hosting service through one of the tools that the service itself may provide for this, or by file transfer protocol (FTP), which is supported by most hosting services.

Website marketing

The website should be marketed in the event that the owner wants to advertise it and increase the number of its visitors, and one of the beneficial ways in that is to resort to improving search engines (SEO) so that people looking for products or services provided by the website can easily find it through search engines. Website designers may have to make some adjustments to support different search engines, and other means of marketing websites include e-mail or social media, or it can be done by simply announcing them by well-known means.

Website maintenance

The website must be checked before publishing, and after that it is checked on an ongoing basis. To ensure that it remains working as required, it can also be updated to keep pace with the latest developments, such as: support for modern devices, in addition to various web browsers, and it is preferable to add more content to the site constantly in proportion to its audience.

The goal of creating a website

- Helps connect people to each other, through public or specialized forums, social media sites, dating sites, or any other site that offers comment on the material it publishes to the public.
- Information is provided to different people free of charge, through encyclopedic sites, and sites specialized in certain types of science and knowledge, which is why everyone who longs to know has it, where different people can get the right information in many times with ease and ease.
- The problems of time constraints and lack of money for people have been solved by speeding up the completion of routine work, mainly government work, most of the work today can be carried out very easily and very quickly through websites specialized in such matters, such as government websites, bank sites, etc.
- It made it easier for people to shop through online shopping sites, where people can buy any purpose they need from anywhere in the world through these sites, and these sites are highly reliable, as well as facilitate the way they pay money.
- It made it easier for individuals wishing to complete their educational careers to do so, through distance learning by communicating with the university to which the student belonged, and in this context the websites made it easier for regular students at universities to check their marks and situations, and to communicate with their teachers through the student portals available on the websites of these universities.
- Some of them have provided various types of human well-being, individuals can follow tv channels, play fun and useful games, watch movies, read books, watch cartoons, watch videos, and many other things, all at the touch of a button from anywhere in the world, and at any time
- Through some websites, it is possible to start private businesses that generate good income for individuals, leading to financial independence.

Website development

It is creating websites and publishing them on the Internet, and web development includes the following steps: determining the purpose of the site, designing the site, planning, gathering the contents to be displayed within the site, creating the site and testing its readiness, uploading the site to the server, marketing for this site, and following up any problems that may occur.

It divides website development into two parts: front-end development and back-end development, and a front-end developer is concerned with the visual design of a website - whether he created this design or was it delivered to him by the web designer. The front-end

developer uses HTML to establish the site, and CSS to define and format visual patterns, and he may use Javascript.

Types of web sites

- **Corporate sites** Brochure companies are the easiest to function, as these sites usually contain only a few pages, and they are often created by small companies that need a simple presence on the Internet, for example; A small plumbing company may establish a website for it on the Internet, in which you only need a home page showing how to communicate with them, the main services, a profile page for them, and some other pages that contain pictures of their work, and in another way it can be said that the website here is not However, the identification card for a group of potential clients.
- **E-commerce sites** One of the types of websites that are created in large numbers on the Internet are e-commerce platforms, which vary between easy-to-set-up sites and sites that contain more advanced options, and e-commerce sites require a lot more attention than regular companies' sites, so it is not possible to rely solely on creating the site and waiting Requests, it needs marketing and hard work to gain strength in the market.
- **Web portals** Websites called the Portal are known as a website that collects a lot of information taken from other websites, and the most famous examples are Yahoo and Aol, which provide emails through their home page. Forums, search engines,
- and various news, and these sites may be designated for internal use as in schools and universities; That allows students to access their email, alerts, and files all in one place.
- **Blogging Blogs** are widely used websites, which are usually created by individuals to keep a set of entries that interest them, and a common example of these sites is Microblog, which allows its users to participate in any topic through the forum with a specified number of characters, and Twitter is one An example of a blog is related to social media.

- **Other types of websites**

There are many types of websites, the most important of which are: [3]

1. Internet Archive Sites
2. Community website
3. Gaming website
4. Government website
5. Help and Q&A website
6. Media sharing website

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