Static and Dynamic Website Design

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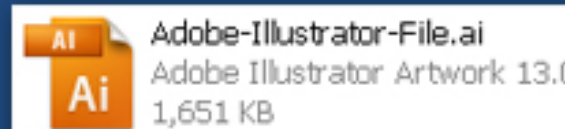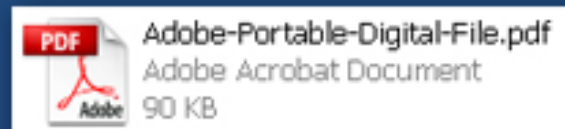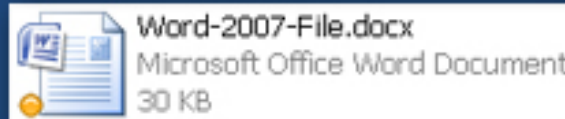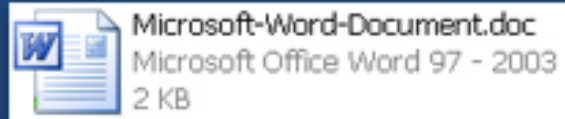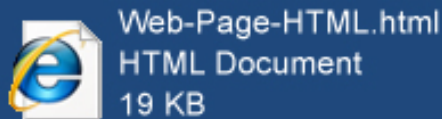610-351-5416

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Static Websites

Static Websites - Pages

- Web Pages exist as individual files

- Some file types that may be familiar
  - MS WORD DOC .doc, .docx
  - MS EXCEL .xls, xlsx
  - ADOBE FILES: .pdf, .psd, .ai.
  - Digital Camera Files .jpg, .tiff

- Examples of typical static web page files
  - .htm
  - .html

Microsoft-Word-Document.doc
Microsoft Office Word 97 - 2003
2 KB

Word-2007-File.docx
Microsoft Office Word Document
30 KB

Excel-Spreadsheet.xls
Microsoft Office Excel Worksheet
90 KB

Excel-2007-Spreadsheet.xlsx
Microsoft Office Excel Worksheet
90 KB

Adobe-Portable-Digital-File.pdf
Adobe Acrobat Document
90 KB

Adobe-Illustrator-File.ai
Adobe Illustrator Artwork 13.0
1,651 KB

JPEG.jpg
397 x 302
JPEG Image

GIF.gif
162 x 58
GIF Image

Web-Page.html
HTML Document
25 KB

Web-Page-HTML.html
HTML Document
19 KB

- Pages typically contain text, hyper links, photos, and graphics

- Pages may also contain animated

  or interactive media such as:

  - Movie Clips (YouTube etc.)

  - Adobe Flash Presentations

  - Microsoft Silverlight

  - Other media types

     Pages are called **Static** because text, photos, and other content will not change unless the actual web page file itself is edited.

Logo Graphic & Photos

Flash Slide Show

Text and Hypertext Links

Sample Static Web Page

Static Website Navigation

- Pages are associated with each other by a menu of links or "Navigation Menu"

- Changes to the main Navigation Menu will require an edit to every web page that contains this menu.

- Web development software can automate Navigation Menu maintenance, but pages will still need to be re-published for changes to take effect.

Static Websites - Publishing

- Pages are published by uploading files to a Web Hosting Computer

  - Directly from within the development software

  - By transferring individual or groups of files with a File Transfer program.

  - Maintaining a networked folder with the Web Hosting Server

Static Web Page Files are published by physical transfer from the development PC to a Web Hosting Computer

File Transfer Program

Local PC — Web Hosting Server
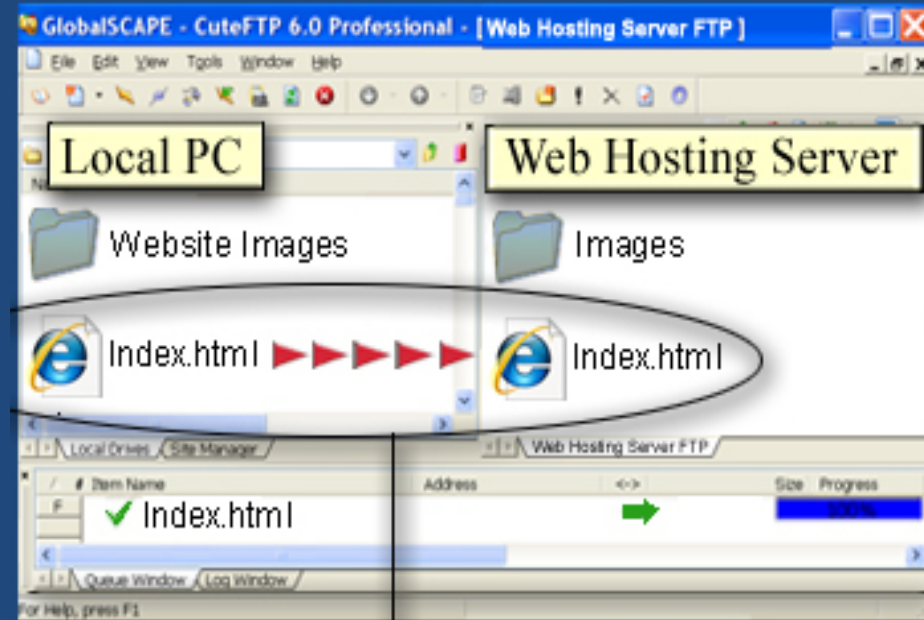
Web Page Files from local pc to web server

Dynamic Websites

Dynamic Websites

- Employ Dynamic pages that exist as files with extensions based on the type of programming used.
  - .jsp , .cfm, .pl, .php, .asp, .aspx

- Pages are *Dynamic* in that they can draw *ever changing* Content from external information sources

- Pages can provide Create, Retrieve, Update, and Delete functions for company records

Pages may not require republishing
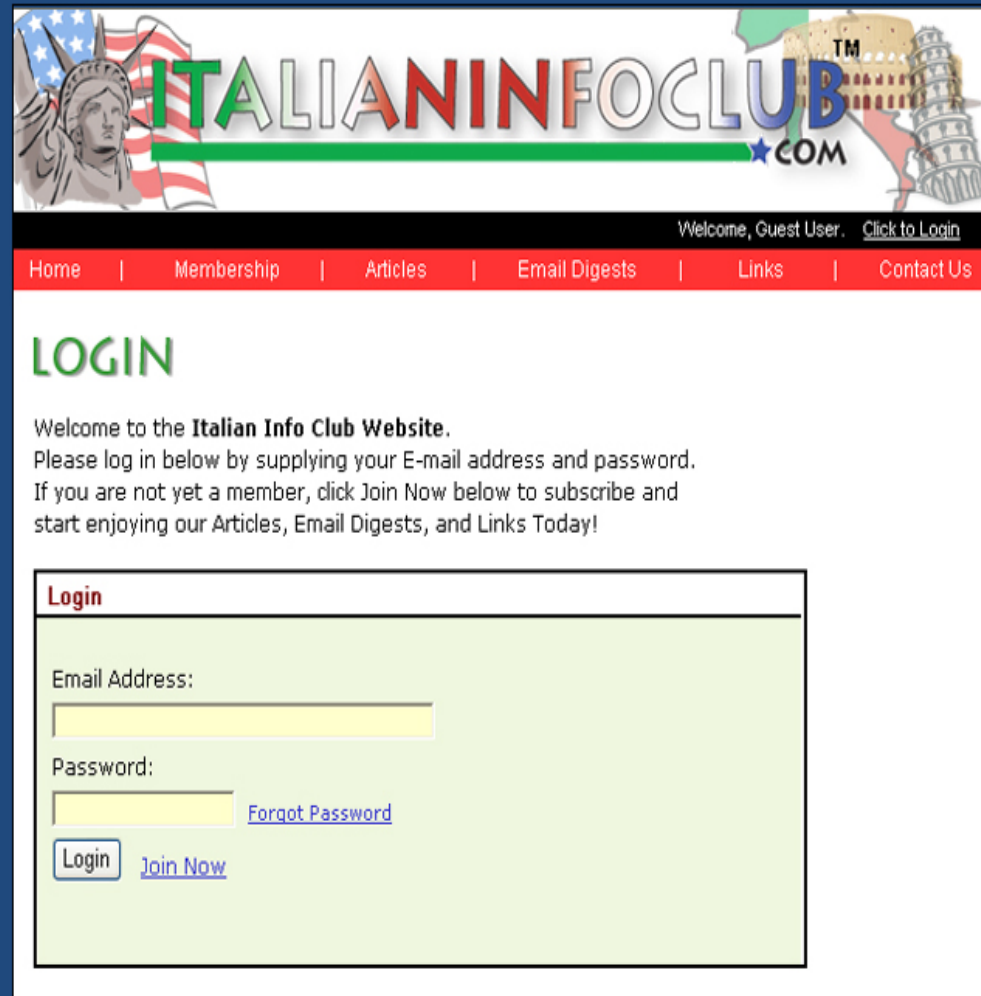
Dynamic Websites - Features

- **Your basic "CRUD"**

- Pages are capable of providing interactivity such as:

  - Forms to request information or submit sales leads

  - Internal searches within your site

  - Registration and Login, personal profile maintenance, and authenticated/secure access to protected or *premium* content

- Dynamic Product Catalogs and online sales (Ecommerce)

   Information that is already maintained within company I.T. Systems such as Databases, Spreadsheets, and text files can be leveraged as Web Content.

   Access can be granted to allow customers to maintain their own information.

Web Content Management System (WCMS)

A web content management (WCM) system is a CMS designed to simplify the publication of Web content to Web sites, in particular allowing content creators to submit content without requiring technical knowledge of HTML or the uploading of files.

- definition from Wikipedia.org

Dynamic Websites – CMS Features

- When new web pages are added, Page Navigation Menus are maintained automatically

- Many Common Interactive and Dynamic Features may be provided such as: forms, articles, blogs, ecommerce, event calendars, forums, etc.

- Pages and sub-pages may be created based on a universal design or template

- Pages may have a modular design featuring panels/areas for information of certain types on select pages

No software installation is necessary, just a web browser.

Is Static Right for Your Organization

Static websites are a better choice when you:

- ✓ are limited in budget and are starting with a core web presence

- ✓ are dealing with 20 pages or less

- ✓ are planning to add new pages occasionally

- ✓ *are assigning maintenance to a provider* or have skilled staff and proper software

- ✓ need of portable, physical web page files

Is Dynamic Right for Your Organization

Dynamic websites are a better choice when you:

- ✓ need custom programming to accommodate your unique business needs

- ✓ need pages that must pull information from sources external to the website proper

- ✓ need to be able to easily add and edit web pages (Content) from within a browser

- ✓ need web pages that will display and update records from your information systems

- ✓ need to give one or more staff members access to edit the site

- ✓ need convenient access to setup common interactive features such as Article Publishing, Event Calendaring, Blogs, Secure Login, Ecommerce, and others.

Conclusions

The decision as to which type of website design is right for you should start with an assessment of your business needs. Ask questions like:

- Who will maintain the site when it's complete?

- What are the key features offered in the website hosting:
    - File Space and Bandwidth limits?

    - Email Accounts – Storage size limits, Lists, Webmail and its features?

    - Are website statistics available via web browser?

    - Can Secure Connections be accommodated?

- Do you have qualified staff and the proper software to perform maintenance?

Conclusions

- What functionality is critical to provide to:

  - Prospective Customers

  - Existing Customers

  - Your Staff

  - Your Vendors

  - Others . . .

- What are your criteria for ecommerce?
  - Search enabled product catalog pages
  - Shipping options
  - Compatible payment processing vendors

- Are your needs fairly common ones or are they unique to your industry, products, or services?

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What Can All Squared Do For You?

- Pre-Design Consulting
    - Requirements Documentation
    - Ecommerce needs assessment
    - SEO and SEM planning
    - Professional Keyword Research
    - Analysis of online competition

- Template based web design

- Custom Design - Unique Concepts

- Design based on your artwork

- Existing Site Redesign

- Ecommerce & Subscription Sites

- Custom dynamic web applications

- CMS Sites

- Website Hosting, Email, and Statistics

- SEO and SEM for existing sites

- Email Campaigns

- Site Maintenance Services

- Pay Per Click Advertising Campaigns

Assistance with:
    - Copy writing
    - Materials gathering
    - Photo selection

- Whatever you need to succeed!