

Unit 12

Website Management

1. THE DIFFERENCE IN WEB BROWSERS.

Different browsers support different html tags (these are shown below). Also the displayed colours can be different, Netscape navigator does not support all the colours that Internet explore does. Some browsers don't support frames which will display a message telling the user that the page can't be loaded, also some browsers want support scripting languages like java, some of these browsers can have plug-in added to help support different thing that the browser is lacking.

NETSCAPE ONLY TAGS - blink - layer - keygen - multicol - nolayer - server - spacer

INTERNET EXPLORER ONLY TAGS - bgsound - iframe - marquee

INTERNET EXPLORER 4 HTML ONLY TAGS - col - colgroup - del - fieldset - ins - label - legend - q - tbody - tfoot - thead

2. THE DIFFERENCE IN SCREEN SIZE (RESOLUTION)

A web page is affected by the resolution of a screen, if the page was designed on an 800 x 600 resolution and viewed on a 1024 x 768 the page would be stretched and large areas of empty space would be shown. And if it was design the over way round the page would have to be scrolled up and down as well as side ways.

The first type of resolution on a computer is pixels. A pixel is the smallest change a computer can make to its display it is a single dot. Many pixels make up the computer's display. The lowest resolution that Microsoft Windows will run in is 640x480 - that is, 640 pixels wide, by 480 pixels high. That's over 300000 pixels! And that's considered low-resolution. If we increase the display resolution to a larger resolution such as 1280x1024, we fit many more pixels into the display. But because your monitor has not changed size, the pixels have become smaller to fit the screen. So everything on screen becomes much smaller

Media	Media Resolution	Scanner Resolution (nearest match)
Monitor	75 dpi typical (96dpi assumed by Windows)	100 dpi
Printer (normal resolution)	360 dpi	400 dpi for guaranteed quality. (Although 300 dpi might be adequate.) 150dpi for normal use.
Printer (high or photo resolution)	720 dpi	600dpi best quality (typically highest optical resolution of a scanner). 300dpi for normal use.
Scanner	-	300dpi - best typical quality. (A page of A4 at 300dpi will overwhelm most computers.) 150dpi - everyday good scanning resolution.

3. DOWNLOAD TIMES

Large web files slow the speed of a download because the line that the Internet is assessed through can only handle a certain amount of data. If the data is larger than the data limit of the resources of the line are used up the larger the file the longer the resources are used up for. Most home Internet connections are through a 56k modem this means a connection of 56 kb can be obtained this is very rare and the connection is usually 45k due to the amount of traffic connecting to the net. There are over methods of connecting to the Internet such as **ISDN** and **ADSL** these have a larger data limit so large files can be downloaded faster but there is still a slow down as the lines resources are used. Also if there is a slow connection at the other end of your connection then the download will be at the slower speed. The main slow down in webpage viewing is images they are large files and if there a lot on the site the page will take a long time to load, also if the image is in the wrong format for website viewing such as BMP then the page will take even longer to load.

4. ADVANTAGES OF WEBSITES

Websites cover a huge amount of categories there is something for everyone, and these sites are designed to appeal to a certain type of user and keep them interested.

- Information seekers: sites for information seekers usually use 2 or 3 colours within the site these are background and text. The background is usually a dark shade (black, dark shade blue) and the text is usually a lighter colour (yellow, white). Two colours are used because it stops the eye being distracted from the information you are reading, the dark background stops large amounts of light being reflected back which after long periods of reading can strain the eye, the light colour for the text is to create a contrast in the colours so it stands out more. The internet provides a wider range of information than is assessable from the area the user is in, it also saves time in travel and searching through books and shops looking for the information they require, also they don't have to buy the information and find it does not contain the right information
- Games players: these sites are usually full of colour, images, and links. There are small amounts of information to give a taster of what's to come then a link to the main bulk of information. There are also chat rooms and message boards to games can get together and arrange when they are going to play or to find help for a section of a game, or to pass on their expertise.
- E-commerce: these sites are usually white background and black text, with banners all over the place. They provide basic information and images and usually have a link to another site with the relevant information. They make it easy for businesses to conduct their buying and selling because the customer can see the product and has access to the complete information on the product / service also it is easy to look round for cheaper deals, and selling over the internet reduces the cost because no sales men or premises are needed
- Search engines: these allow the user to search for information by putting in keywords that are relevant to the information that they want to find, this means that the user does not have to search for sites themselves which would take a long time to get the information that is required

5. LIFE CYCLE

The most popular sites are usually updated/modified daily. This is to keep the information that they supply up to date, if the information on the site is not regularly updated some one could use out of date facts for reports, or use a method of doing something that could cause problems.

Some sites don't need to update daily, some sites can be update weekly it depends on the information they are providing.

The life of a website starts as an idea and progresses to planning the initial content and layout. The plans are refined and improved then put in to production when the site is complete it is reviewed then if necessary changed and then published, from then on the site is updated on a regular basis until the site is not needed any more.

6. STATISTICAL ANALYSIS

The number of times a website can be found by using a counter this is shown on the webpage and shows the number of times that page has been opened, this is not very accurate as if you refresh a page it increases the counter. By adding a poll (vote) you can find out more useful information about the type of people that access the site this, the poll is a question with set answers that can be picked from then they are added to the results and shown as a percentage for each answer. Also a questioner could be used to get more information from the users of the site, this has a disadvantage of people don't like answering questionnaires. Also a guestbook can be used this provides quick messages from users of the site and can give use feed back on the uses view of the site and what they require.

All of these statistics can be use to improve the information / product / service produced by companies or webmaster, also the information can be sold to companies for promotional use.