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## HOW TO BUILD A WEB SITE

This step-by-step guide for building your web site leads gives you suggestions for free software and resources. You may use other tools as necessary. The links take you to a list of free resources.

### BUILDING A WEB SITE

#### 1. Determine your site URL\*.

- A. The extension you add at the end of your URL depends on how the site will be used. Read the general explanation of extensions and proper formatting of URLs. ([LINK "extensions and proper formatting" to URL in Glossary](#))
- B. Find out if the URL you chose is available using the various free Domain Search services. ([LINK "available" to Domain Search in free section](#))
- C. Register and purchase your domain name using the various free Domain Registry services. ([LINK "register and purchase" to Domain Search in free section](#))

*\*If you are a current UN delegate, a special URL has probably been designated for your region. Please discuss with your UN contact.*

#### 2. Access web site-building software to get started. ([LINK "software" to Software: Web site in free section](#))

#### 3. Design the web site.

- A. Determine the goals of the site: the audience, information, messages.
- B. Map out the site navigation that defines how users will click through your site.
- C. Decide if you need a blog or forum/discussion board ([LINK "Forum/Discussion board" to glossary](#)) on your site. ([LINK "blog" to Software: Blog in free section](#))
  - i) It is a good idea to include online discussion functionality to converse with your audience.
- D. Decide on a color palette for your site. The web can only display a limited number of colors, so use web-safe colors. ([LINK "web-safe colors" to Colors for the web in free section](#))
- E. Decide the look and feel of the site, which should remain consistent throughout.
- F. Sketch out what each web page will look like: the text, photos, graphics.

#### 4. Start writing your content and gathering your images

- A. Write your content. Follow web writing guides to make sure your readers find what they want easily. ([LINK "writing guides" to Web writing guidelines](#))
- B. To save money, use royalty-free photos and images whenever possible. ([LINK "photos and images" to Photos and images](#))

#### 5. Build the web pages\*.

- A. Start your HTML work. To make this as easy as possible, you may use free templates you can find on the web. ([LINK "templates" to Templates](#))
- B. Use any of the many HTML resources, which are easy to find online. ([LINK: "HTML resources" to HTML tips](#))
- C. To ensure consistency, use Cascading Style Sheets (CSS) throughout your pages. ([LINK "CSS" to CSS](#))

*\*If you are a current UN delegate, special templates have been designed for your use. Please request the templates from your UN contact.*

6. Test the site.

Read through the site carefully for spelling mistakes. Ensure that all links work properly. Fix any broken images. Double-check that everything works and looks as it should.

7. Upload the site to a hosting provider or Sun UN server\*.

A. A hosting provider will give or sell you space on a server for your web site to make it accessible to the public. (LINK "hosting provider" to Hosting: Web in free section)

*\*If you are a current UN delegate, Sun Microsystems will host your site free of charge. Please discuss with your UN contact.*

8. Communicate your site to your audience.

A. If you don't yet have e-mail, you may access and use many free programs.

(link "e-mail" to E-mail in free section)

B. Free web-based telephone calls are becoming available. Investigate those to save yourself money on phone calls. (link "telephone calls" to Phone Calls (Web) in free section)

9. Measure traffic on the site.

A. Measuring and analyzing clicks isn't necessary, but it can help you understand your audience's content preferences and click behavior. (LINK "measuring" to Analytics tool in free section)



## **FREE TOOLS, SOFTWARE, and TIPS**

You can find many more free options for your web-building needs by using an online search engine. This list contains suggestions just to help simplify the process.

### **ANALYTICS TOOL**

<http://www.mrunix.net/webalizer/>

**ANTI-VIRUS SOFTWARE** (see “SOFTWARE: ANTI-VIRUS”) ([Link there](#))

**BLOG SOFTWARE** (see “SOFTWARE: BLOG”) ([Link there](#))

**BROWSER SOFTWARE** (see “SOFTWARE: WEB BROWSER”) ([Link there](#))

### **COLORS (WEB)**

<http://www.csub.edu/webservices/Resources/websafecolors.shtml>

<http://www.loriswebs.com/websafecolors.html>

[http://www.web-source.net/216\\_color\\_chart.htm](http://www.web-source.net/216_color_chart.htm)

### **CSS REFERENCE SHEET**

<http://resources.bravenet.com/quickref/css/>

### **DOMAIN SEARCH AND REGISTRY**

[www.Register.com](http://www.Register.com)

<http://www.domainregistry.com/>

<http://www.afiliias.info/gateway/>

### **E-MAIL**

<http://www.mozilla.org/products/thunderbird/>

[Fastmail.fm](http://Fastmail.fm)

<http://mail.yahoo.com/>

<http://www.eudora.com/download/>

### **HTML TIPS**

<http://www.learnthenet.com/english/html/46html.htm>

<http://resources.bravenet.com/quickref/html/>

<http://werbach.com/barebones/download.html>

<http://archive.ncsa.uiuc.edu/General/Internet/WWW/HTMLPrimer.html>

<http://www.w3schools.com/html/default.asp>

### **HOSTING (WEB)**

<http://www.freewebspace.net/>

<http://free.prohosting.com/>

<http://www.50megs.com/>

### **META TAG SUBMISSION SITES**

<http://www.globalpromoter.com/seo-tools/meta-tag-generator.cfm>

<http://scripts.cgispy.com/metatag.cgi?user=jimmohr>

<http://free-site.org/freewebmastertools.html>

**OFFICE PRODUCTIVITY SOFTWARE** (see “SOFTWARE: OFFICE PRODUCTIVITY”)  
([Link there](#))

**PHONE CALLS (WEB)**

<http://www.skype.com/>

<http://www.google.com/talk/> (Gmail account required)

**PHOTO EDITING SOFTWARE** (see “SOFTWARE: PHOTO EDITING”) ([Link there](#))

**PHOTOS AND IMAGES**

<http://www.freeimages.com/>

<http://www.istockphoto.com/>

<http://www.fotosearch.com/>

**RSS SOFTWARE:** (see “SOFTWARE: RSS”) ([Link there](#))

**SOFTWARE**

**ANTI-VIRUS**

[http://www.avast.com/eng/avast\\_4\\_home.html](http://www.avast.com/eng/avast_4_home.html)

<http://www.free-av.com/>

<http://www.freebyte.com/antivirus/>

**BLOG**

<http://wordpress.org/>

<http://www.blogger.com>

<http://www.livejournal.com/>

**E-MAIL**

<http://www.mozilla.org/products/thunderbird/>

[Fastmail.fm](http://www.fastmail.fm)

<http://mail.yahoo.com/>

<http://www.eudora.com/download/>

**OFFICE PRODUCTIVITY**

<http://www.sun.com/software/star/openoffice/index.xml>

**PHOTO EDITING**

<http://irfanview.tuwien.ac.at/>

**RSS**

<http://www.rssreader.com/>

<http://www.feedforall.com/>

<http://www.pluck.com/pages/rss.html>

**WEB BROWSER**

[www.mozilla.org/](http://www.mozilla.org/)

<http://www.browser.netscape.com/ns8/>

[www.opera.com/download/](http://www.opera.com/download/)

<http://lynx.isc.org>

[www.microsoft.com/windows/ie/default.aspx](http://www.microsoft.com/windows/ie/default.aspx)

## WEB SITE BUILDING

[www.bravenet.com](http://www.bravenet.com)

<http://www.cabanova.com>

<http://buildfree.org/>

<http://builtfree.org/>

## WIKI

<http://www.xwiki.org>

<http://www.jot.com>

<http://www.mediawiki.org/wiki/MediaWiki>

## TEMPLATES (WEB)

UN TEMPLATES FOR DELEGATES ONLY

Web page templates ([LINK to UN CONTACT EMAIL?](#))

Newsletter template ([LINK to UN CONTACT EMAIL?](#))

## GENERIC TEMPLATES

<http://freesitetemplates.com/>

<http://www.templatesbox.com/>

<http://www.freewebtemplates.com/>

**URLs** (see “DOMAIN SEARCH AND REGISTRY”) ([Link there](#))

**VIRUS PROTECTION SOFTWARE** (see “SOFTWARE: ANTI-VIRUS”) ([Link there](#))

**WEB BROWSER SOFTWARE** (see “SOFTWARE: WEB BROWSER”) ([Link there](#))

**WEB SITE BUILDING SOFTWARE** (see “SOFTWARE: WEB SITE BUILDING”) ([Link there](#))

## WEB WRITING GUIDELINES

<http://www.sun.com/980713/webwriting/>

<http://www.useit.com/papers/webwriting/>

**WIKI SOFTWARE** (see “SOFTWARE: WIKI”) ([Link there](#))

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## GLOSSARY OF WEB TERMS

**ANIMATION:** Web designers may use a number of technologies to create online animation, including animated GIFs, dynamic HTML, Java, Shockwave and Flash. Visit <http://computer.howstuffworks.com/web-animation2.htm> for an introduction to and comparison of these technologies.

**BLOG:** Short for “web log,” a blog is a journal or discussion published on the web. A blog is usually a single page of entries organized in reverse-chronological order, from most recent entry to least recent. Entries may be archived for future access. See a list of free blog software. (LINK “free blog software” to free blog software in free section)

**BOOKMARKS:** A feature of a web browser that lets users save the address (URL) of a web page so they can return to it easily at a later time. These may also be called “Favorites.”

**CHAT:** A chat is a discussion between two or more people that occurs in a chat room. Chat room software enables a group of people to type in messages that may be seen by everyone in the room. Chat is most effective when the user:

- needs an immediate answer
- wants to communicate with more than one person
- can communicate the message briefly
- wants to network online with other people

**CSS (Cascading style sheets):** Cascading style sheets (CSS) provide you with the means to style your web site graphically. See a CSS reference sheet. (LINK “reference sheet” to CSS in free section)

**DYNAMIC HTML:** See “Animation.” (LINK TO ANIMATION, ABOVE)

**E-MAIL:** E-mail is the most popular form of communication over the Internet. E-mail is most effective when a user:

- doesn't need an immediate answer
- is communicating with a single person or specific group of people
- knows with whom they wish to communicate
- needs to attach a file or provide extensive information

ISPs (LINK TO ISP, BELOW) can provide users with an e-mail address. Users who don't have an ISP and access the Internet at cafes, libraries, or other public institutions may get free e-mail addresses that can be accessed from any web browser. (LINK “free e-mail addresses” TO SOFTWARE: E-MAIL IN THE LIST OF FREEBIES)

**FLASH:** See “Animation.” (LINK TO ANIMATION, ABOVE)

**FORUM/DISCUSSION BOARD:** These are similar to newsgroups, (LINK TO NEWSGROUPS, BELOW), with one big exception: most forums and discussion boards are maintained on a single server, while newsgroups are distributed among servers. Forums or discussion boards are most effective when a user:

- doesn't need an immediate answer

- wants to discuss a specific topic with a community
- needs extensive information about that topic

**GIF:** Short for Graphical Interchange Format, a GIF is a bitmap graphical format commonly used on the web. It is especially appropriate for logos, line drawings, and images with solid colors.

**HTML (Hypertext Markup Language):** The language in which web pages are written. Browsers use HTML information to determine what they should show on a computer screen. Access a list of HTML tips. ([LINK "list" to HTML in free section](#))

**HYPERTEXT:** Hypertext—also called a link—is a non-sequential method for navigating through web pages based on where a user clicks. Hypertext is typically indicated in a different color than other text and underlined.

**INSTANT MESSAGES:** In terms of functionality, instant messaging is a combination of chat and e-mail. It allows the user to maintain a list of people with whom they wish to interact, and enables them to send messages to people in that list as long as those people are online. Instant messages are most effective when a user:

- needs an immediate answer and real-time communication
- wants to communicate with a single person or small group
- knows with whom they want to communicate

**INTERNET:** The Internet is an electronic communications network that connects computer networks and organizational computer facilities around the world. The World Wide Web ([Link to definition below](#)) is one element of the Internet.

**IP TELEPHONY:** Technology that uses the Internet similar to how a phone uses a phone line. Typically, each person using such a service must have a computer, Internet access and special software. IP telephony is most effective when a user:

- needs an immediate answer
- has the appropriate equipment: computer, software, speakers, sound card, microphone
- is communicating a message that's easier to convey through talking

See a list of providers. ([LINK "list" to free phone providers in free section](#))

**ISP:** Short for Internet Service Provider, an ISP is a company that provides Internet access services to consumers and businesses. ISPs lease connections from Internet backbone providers. Most ISPs are small companies that service a local area, but there are also regional and national ISPs.

**JPEG:** Short for Joint Photographic Experts Group, a JPEG is designed for compressing full-color or gray-scale images for online use.

**LISTSERV:** Listservs are a type of broadcast e-mail that's sent to everyone on the e-mail group. The main difference between a listserv and a newsgroup ([LINK TO NEWSGROUP, BELOW](#)) is that listservs are not interactive. Listservs are most effective when a user:

- doesn't need an immediate answer
- wants regular updates on a specific topic
- wants to receive information from a group of people discussing the same topic

**META TAGS:** A meta tag is code in HTML that describes some aspect of a web page. Search engines use meta tags (defined by the web master) to enable searchers to locate information the page contains. See a list of free meta tag submission sites. ([LINK "list" to meta tag submission in free section](#))

**NEWSGROUP:** A newsgroup is an ongoing public discussion. Newsgroups are most effective when a user:

- doesn't need an immediate answer
- wants to communicate with more than one person
- wants to communicate with people interested in a particular topic

**PLUG-INS:** Plug-in applications are programs that can be installed and used as part of a web browser to provide enhanced functionality such as support for sound or video. The most common plug-ins are used for multimedia:

- RealPlayer ([link to www.realplayer.com](http://www.realplayer.com))
- QuickTime ([link to www.apple.com/quicktime](http://www.apple.com/quicktime))
- Windows Media Player ([link to www.microsoft.com/windows/windowsmedia/download/AllDownloads.aspx?displang=en&qstechology=](http://link to www.microsoft.com/windows/windowsmedia/download/AllDownloads.aspx?displang=en&qstechology=))

**ROYALTY-FREE IMAGES:** Photos, clip art, and other online that may be used on web pages or other items for free. See a list of free providers. ([LINK "list" to photos & images in free section](#))

**RSS:** Short for Rich Site Summary, RSS is an XML format for distributing (syndicating) news headlines on the web.

See a list of free RSS software providers. ([LINK "list" to RSS software in free section](#))

**SHOCKWAVE:** See "ANIMATION." ([LINK TO ANIMATION, ABOVE](#))

**SEARCH ENGINES:** Programs that search documents for specific keywords and return a list of the documents in which the keywords were located. They enable users to search for documents on the web. A search engine typically functions by sending out a spider to fetch as many documents as possible. Another program, called an indexer, then reads these documents and creates an index based on the words contained in each document.

Popular search engines include:

- Google ([link to www.google.com](http://www.google.com))
- Yahoo ([link to www.yahoo.com](http://www.yahoo.com))
- Web Crawler ([link to www.webcrawler.com](http://www.webcrawler.com))

**SERVER:** Computers that can be accessed via a network for the purpose of exchanging data. Servers handle requests for data, e-mail, file transfers, and other network services from other computers, often called clients.

**SPIDER:** An automated computer program (sometimes called a web crawler) that searches the web for pages or publicly accessible resources. It then indexes the documents in a database, which is can be searched by a search engine.

**TAGS:** A tag is an instruction used in HTML that browsers interpret when viewing a web page. A pair of brackets typically surrounds tags (<>). Access a list of HTML tips. ([LINK "list" to HTML in free section](#))

**URL:** Short for Uniform Resource Locator, a URL is the address that identifies the location of a web page.

The extension at the end of your URL may differ, depending on how you plan to use your site.

- Use .com, .biz, or .info for a site that will make money
- Use .org for non profits
- Use .net for a technology site
- Use .name or .info for a personal site

When determining your URL\*, note these general formatting rules:

- Use only letters, numbers, or hyphen ("-")
- Do not use spaces
- Cannot begin or end with a hyphen
- Must have between 3 and 63 characters

If you purchase a URL\* with no associated services, plan to pay between USD\$13 - \$35 per year. You can secure your URL for longer than a year, which is a good idea so you don't risk losing it. See a list of free domain search and registry services. ([LINK "list" to Domain... in free section](#))

*\*If you are a current UN delegate, a special URL has probably been designated for your region. Please discuss with your UN contact.*

**VIRUSES:** A computer virus spreads by inserting copies of itself into other executable code or documents. All computer viruses are manmade. To protect a computer, its programs and documents from viruses, users should:

- not open attachments from people they do not know
- install virus protection software
- do not install a plug-in unless you trust the source

See a list of free anti-virus software. ([LINK "list" to anti-virus software in free section](#))

**WIKIS:** A wiki is a web site that allows users to add and edit content. Conventional web pages allow only the web master to add or edit content. Wikis are typically used for "community" or technical sites to allow for joint authoring and ownership.

See a list of free wiki software. ([LINK "list" to wiki software in free section](#))

**WWW (WORLD WIDE WEB):** The world wide web is an information system using the Internet to access information stored on computers worldwide. Based on hypertext, the world wide web is a distributed information system originally created by researchers at CERN, the European Laboratory for Particle Physics, to facilitate sharing research information. It is also known as W3 and the Web.