



Website Basics

Getting Started

Diane Baedeker Petit
Public Affairs Officer

USDA Natural Resources Conservation Service
Massachusetts

413-253-4371, diane.petit@ma.usda.gov



Where do you rank?

1. Don't know where to start.
2. Just getting started.
3. Want to improve my site.
4. Need to market my site better.
5. Have a successful website and want to share my experience.

Can you define these common website terms?

- Website
- Web page
- Home page
- Domain
- Server
- URL
- HTML
- HTTP
- Cookie
- Browser
- Java/Java script
- Search engine
- Blog
- IP
- ISP
- DNS
- Plug-in
- Upload
- Download
- FTP

Some good resources

■ UC Berkeley – Internet & Web Jargon

- <http://www.lib.berkeley.edu/TeachingLib/Guides/Internet/Glossary.html>

■ About-the-Web.com

- <http://www.about-the-web.com/shtml/glossary.shtml>

■ How Stuff Works website

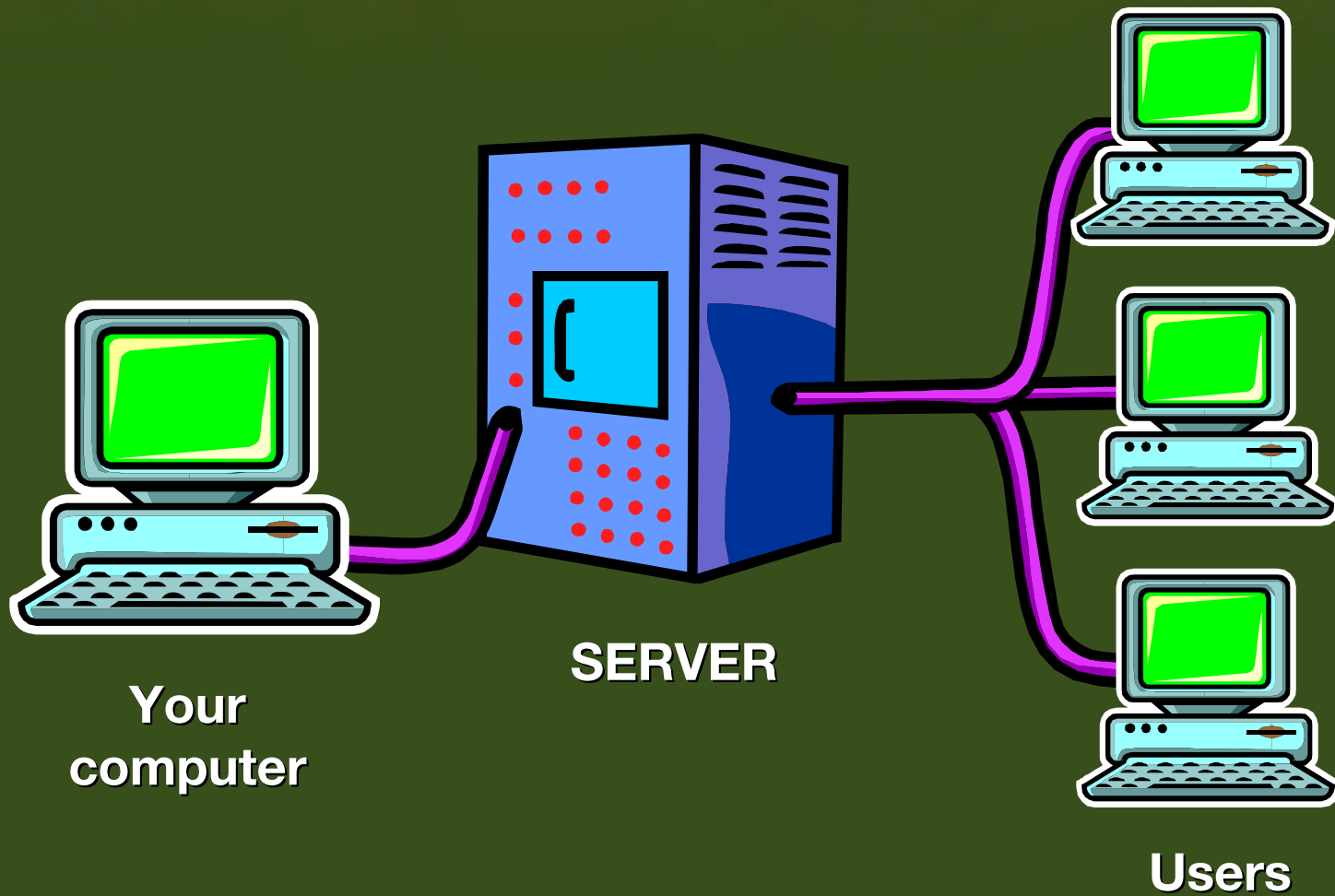
- www.howstuffworks.com



Questions to consider

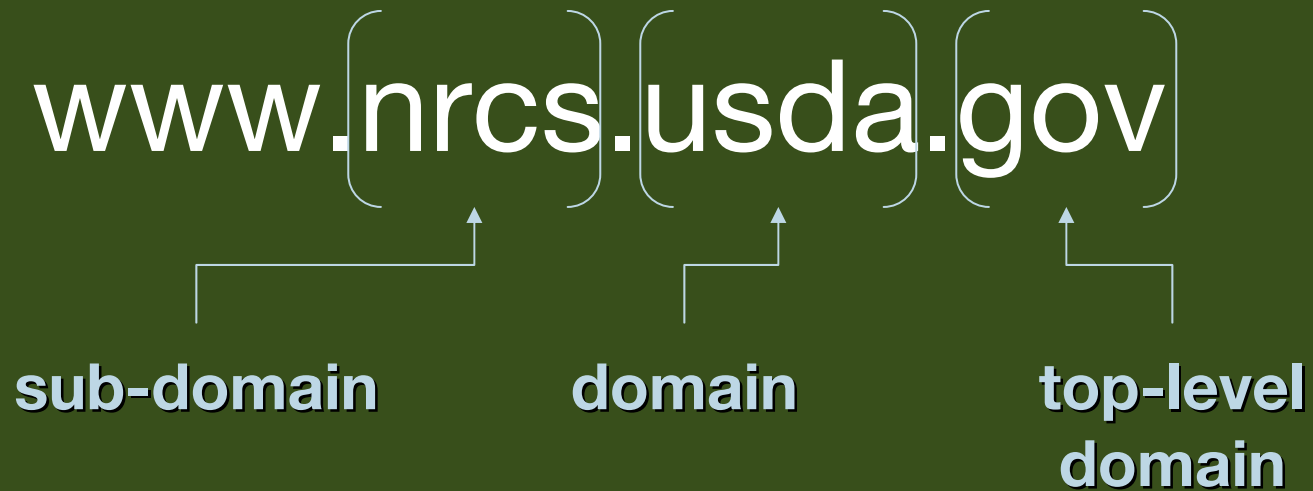
- What do I want to accomplish?
- What image do I want to project?
- Who is my audience?
- What are they looking for?
- How will I keep them coming back?
- Where will my site be hosted?
- What domain name will I register?
- Who will design and set-up my site?
- **Who will maintain my site?**

Where will your site be hosted?



What is a domain?

- Part of an Internet address
- Domain Name System



Choosing a domain

- Reflect your identity
- Easy to say and remember
- Consider alternate domains
 - Multiple TLDs (.com, .net, .org, .biz)
 - Alternate forms
www.americanairlines.com
www.aa.com
 - Alternate spellings
www.wilsonfarm.com
www.wilsonfarms.com

Hypertext Markup Language (HTML)

Home | Harvest New England - Microsoft Internet Explorer

File Edit View Favorites Tools Help



Address http://www.harvestnewengland.org/

Go Links McAfee SiteAdvisor



Welcome to Harvest New England

brought to you by the state agriculture departments of
Connecticut | Maine | Massachusetts | New Hampshire | Rhode Island | Vermont

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<P align="center"><IMG src="images/Berkshire_farmland_crpd_550px.jpg" width="550" height="145" border="0"></P>
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When we purchase New England products, we contribute to the local agricultural economy, helping to ensure that future generations will be able to enjoy the beautiful New England farming community.

Harvest New England is a cooperative marketing program of New England's state departments of agriculture. Originally created to support the sale of New England grown produce through supermarket channels, the program now includes all New England food and agricultural products.

News

Harvest New England Agricultural Marketing Conference and Trade Show

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<P align="center">Home | <A href="http://www.harvestnewengland.org/blog/index.html">News</A>
```



Products page for two reports on this project.

Check the News page for additional Harvest New England updates.

Home | News | About | Products | Recipes | NE Ag Info

Menu ready for use

Internet

Effective web design

- Find sites that you like and emulate them.
- Plenty of design tips on-line, such as:
<http://websitehelpers.com/design/>
- Learn good web design by experiencing bad web design:
www.webpagesthatsuck.com

Doing it yourself

- Personal computer w/ Internet access
- Web hosting account
- Web design software
- A plan
- Content - text, graphics, photos
- Time

Hiring a developer

- The more you help, the less it will cost.
- Maintenance – you or the developer?
- A content management system (CMS) might be right for you.

Who really owns your site?

■ Depends on...

- Who registered the domain
- Where it's hosted
- Who has control over uploading files and other account functions

■ Let's find out:

<http://www.networksolutions.com/whois>