

# Website Development

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IT117 UNIT 10

# CMS – WordPress/Wix

## Content Management System

### Examples:

WordPress  
Wix

Also referred to as a content manager or CMS

Offers tools to facilitate creation, organization, and publishing of website content

Generally, work is done via a graphic user interface (GUI)

Templates are provided/required with limited editing options

Independent hosting is not required

#### Pros:

- Ease of use
- No formal knowledge necessary
- Free or affordable options
- Efficient development time
- Complex features integrated easily

#### Cons:

- Limited editing options
- Required to use system templates
- Lack of originality in design and creativity is limited
- Sometimes use of the CMS hosting is required
- Can be expensive for more complex websites

## Web Dev App – Dreamweaver/Brackets

Software downloaded to computer

Ability to develop from scratch, utilize tools, or a combination

Files are developed locally, saved, and uploaded to a hosting provider

### Pros:

- Developer has full control of design and publication
- Developer has options with regards to coding and the use of interface tools
- Creativity is not hindered
- Design results are unique
- Website can be hosted wherever developer wants

### Cons:

- Requires some coding and development knowledge
- Can be expensive (although there are good free options)
- Not user friendly out of the box (learning curve varies)
- Requires separate hosting
- Limited to the knowledge and ability of the developer

# Website Development Application

## Examples:

Adobe Dreamweaver  
Brackets

## **WordPress and Wix are NOT hosting providers.**

Service allowing customers the ability to post website page(s) on the Internet

- This is the only way to allow users access to a website created using a development application
- The Purdue Student Server is similar to what hosting services provide

Generally offered add-on services (some are free/included in fees)

- Customer service
- Email address(es)
- File manager and/or ftp
- Templates
- Scripts
- PHP processor module
- Uptime statistics
- Widgets
- WordPress support
- Database support
- Domain registration
- Security certificates
- Website builder
- Search engine optimization (SEO) features

Most include one free domain

- A domain is the name of the website
- Domain is free for one year only/must be renewed to maintain access

# Website Hosting

*\*WordPress and Wix are NOT hosting providers. They are CMS and will only host websites created within the CMS. Some hosting providers offer WordPress integration.*

# Current Website Development Trends

Discuss ways developers try to attract an audience and ensure fresh content.

- Narrow search to one topic
- Check dates of all research materials
  - Current is within the past two years (6-12 months ideally)

# APA Checklist

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## Title Page:

- In the header:
  - Page number
    - Top right corner of header
- Centered and bold, a few spaces above the other content:
  - Title of Paper
  - Student Name, University Name, Course Name, Instructor Name, Date

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Title of Paper

Student Name

Purdue University Global

Course Name

Instructor Name

Date

## All pages after the title page:

- In the header:
  - Page number
    - Top right corner of header

# APA Checklist Cont.

## First page of content (page 2)

- Bold and centered at the top of the page
- Title of Paper

## All pages

- 1-inch margins
  - top, right, bottom, and left margins
- Text should be black
- All paragraphs must be indented
- Double spaced
  - No extra space between headings and/or paragraphs

Much of the APA styling you are familiar with remains part of the 7<sup>th</sup> edition, however some changes have been made. The American Psychological Association (APA) notes one main change to acknowledge is the acceptance of the pronoun “they” used as a singular pronoun. This is intended to help students convey content more easily (APA, 2019). Here is an example: a student may find it challenging to switch to 7<sup>th</sup> edition APA at first, but they have multiple resources at their disposal to help. This eliminates the need for “he/she” and other methods of referring to a single individual in pronoun form.

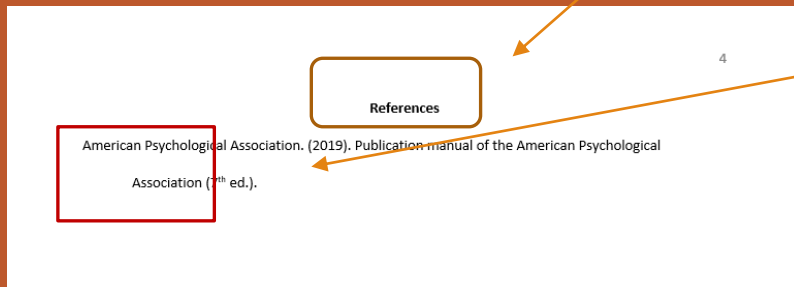
Some other changes you may note include the elimination of the header. Only the page number is required. Each page should have the page number displayed in the top right corner, including the title page. The layout of the title page has changes as well. The title is now bold and there is an extra space after the title. APA 7<sup>th</sup> edition still uses parenthetical and narrative in-text citations, but there are some changes to how they are styled. The references page remains similar with just a few changes (APA, 2019). Refer to the provided screenshots at the end of this document to help you work through the changes.

Title of Paper

# APA Checklist Cont.

## Reference Page:

- Should be a new page
- Heading should be:
  - normal font (same as the rest of the document)
  - centered at the top of the page
  - bold
  - References
- Reference entries must be:
  - Normal font (same as the rest of the document)
  - Double spaced
  - Alphabetical order
  - Formatted with a hanging indent
  - No shading or special formatting added
  - No extra space between entries
  - ***Each reference must be used in at least one in-text citation***



***\*Note: All information that is not your own original thought, idea, or opinion must be cited using APA in-text citations within the body of the essay. This includes all paraphrased content that is not common knowledge.***



# Unit 10 Assignment

## Due by midnight Tuesday

- No work will be accepted after this deadline

## Use the provided APA template

- Available in an announcement on the course home page

## Identify three hosting companies

- Compare at least five features **in a table**
- Write a paragraph identifying which hosting company you prefer and why

## Identify one CMS (example: WordPress or Wix)

- List three pros and three cons

## Identify one Web development application (example: Brackets or Dreamweaver)

- List three pros and three cons

## Write a paragraph discussing which you prefer and why (Web Dev App or CMS)

## Research current trends in website development

- Discuss ways developers try to attract an audience and ensure fresh content.

# What's Next?

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## IT214 Website Implementation

- Intermediate development skills
  - Flexbox CSS
  - Responsive Website layouts
  - Navigation bar design
    - Including collapsible mobile navigation
- Responsive website design
- Introduction to JavaScript

# Wrap-Up

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Questions?