

Cara Mooney

Websites 101

A Crash Course in Websites

CARA MOONEY

WEBSITES 101

A Crash Course

Copyright © 2013 by Cara Mooney

All Rights Reserved

Including the right to reproduce, or portions thereof, in any form, under any other name than Cara Mooney. This is solely a resource for reference

Foreword

This is a mini e-book about websites, to help give you an idea of the inner workings and unfamiliar basics about websites. This is a “Websites for Dummies” and things every informed website owner should be aware of.

This includes topics such as why you should even need a website and what a website can do for you. There are many different types of websites out there. This also gives small insight into the building and design process that I follow.

The Giant Metaphor

Are you still confused about what exactly hosting and domains are? Well I once heard someone say that the Internet is our virtual reality. I guess you could say that is somewhat correct. It makes a good extended metaphor.

Think of making a website as building a house or business building....

What do you need? For this purpose we will say you are design your own building from scratch. First you need a plot of land (hosting disk space) to build on. How will someone find it? That plot of land needs a postal address (domain name). Now you are ready to start building.

You need to start making plans for how your building is going to be. The size, shape, ect. You hire an architect, a contractor, and designer (website designer/developer).

The first step is using the raw materials to construct the foundation and skeleton of the house – the poles, beams, and outline of the building (HTML). It looks pretty ugly all the fancy add-ons that really make it look nice. Even once the walls are up, you need paint, furniture, and other decorations (CSS). If you want any appliances to do more complicated stuff, you have to install them (javascript, jquery, ect.) *Voilà!* You have your brand new building (website) ready to use. All you have to do is fill it with everything that makes the house yours (content).

Control Center

Most commonly referred to as the control center, it is the power hub where you go to directly access your website, customize everything from webmail and website files to developer tools such as phpMyAdmin and MySQL Databases.

cPanel

cPanel is a third party software provider that is provided through your website host. cPanel is short for “control panel” and is held as one of the best hosting software control systems. It is only commercially available to America's leading hosting providers.

If you are fortunate enough to be able to have access to a cPanel, then this will be your introduction.

You can go to www.cpanel.net for more information on cPanel as well as live demos.

More information will be provided for cPanel later on.



GoDaddy.com Control Center

Many other hosting companies, most notably *GoDaddy.com*, offer their own variety of hosting control panels instead. It can keep costs down, but often things are a little more complicated and rudimentary.

File Transfer Protocol

FTP – file transfer protocol is a standard network protocol used to transfer files from one host or to another host over a TCP-based network....

Did I lose you?

Ok so basically this is your lifeblood and main connection source to your website. It will enable you to *transfer the files and documents from your computer to your website*.

In order to use FTP you have to do a few things...

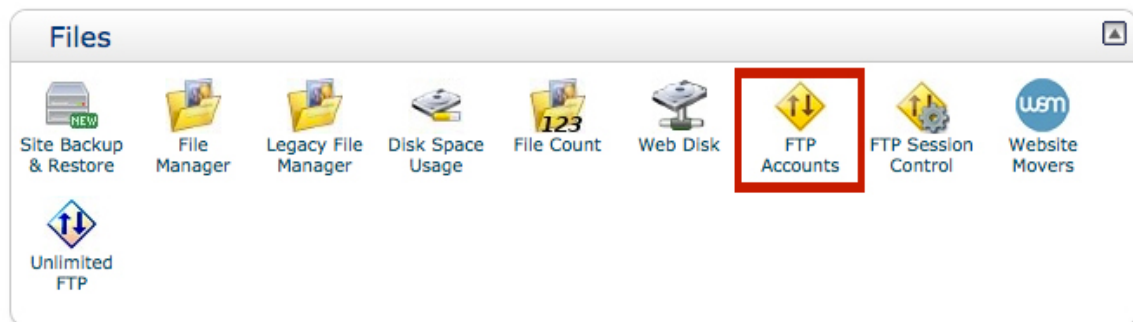
Step 1: Set up your FTP – you need to make an FTP user/account with your host (Add Account)

Step 2: Install an FTP client – once that has been set up, you will need to use an FTP client (software that you download and install on your computer) so you use to access your website.

1: Setting Up Your FTP with cPanel

Login to your website manager – whether it is a control panel (cPanel) or it is included all on your hosting package (like *GoDaddy.com*). Do whatever it is you do to get onto your website.

For cPanel, the process is fairly straightforward. Find the *File* section and find the icon called *FTP Accounts*.



There should be a window that pops up (pictured below) where you can add a new FTP Account. Fill in the information where needed.

Login – make a username

Password – create a password; if you want a 100 strength password go to the generator

Directory – do nothing with this (it will be generated for you) so long as this is the domain you want to use (if you have multiple domain names).

Quota – is the limit on how much data can be transferred through your FTP.

Add FTP Account

Login: @

Password:

Password (Again):

Strength (?): [Password Generator](#)

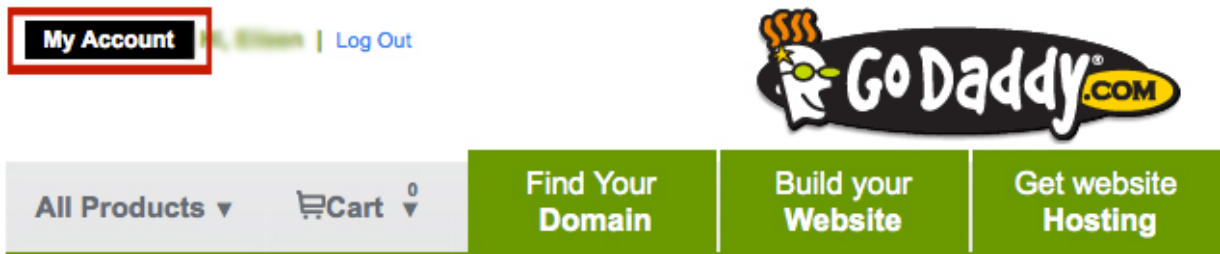
Directory: /home4/caramoon/

Quota: ☐ 2000 MB ☒ Unlimited

[Create FTP Account](#)

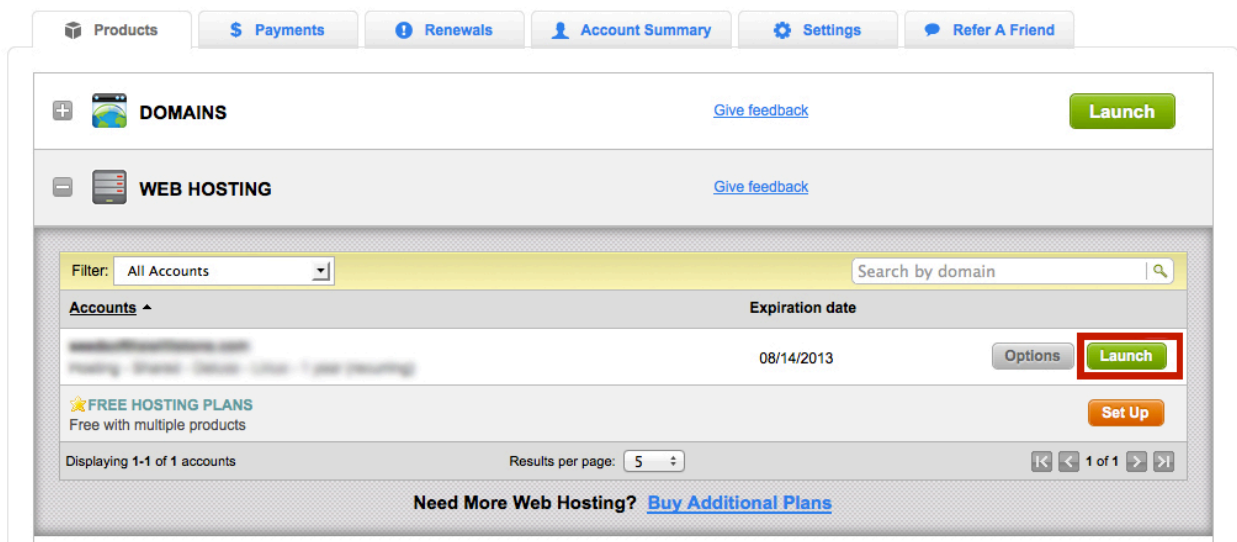
Setting Up Your FTP with GoDaddy.com

Login to your account with GoDaddy. Go to *My Account*.

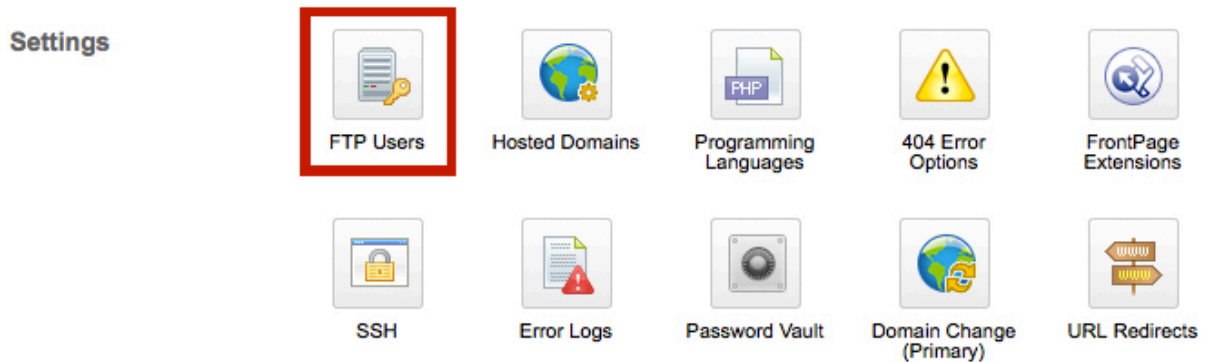


You will be brought to the page (pictured below).

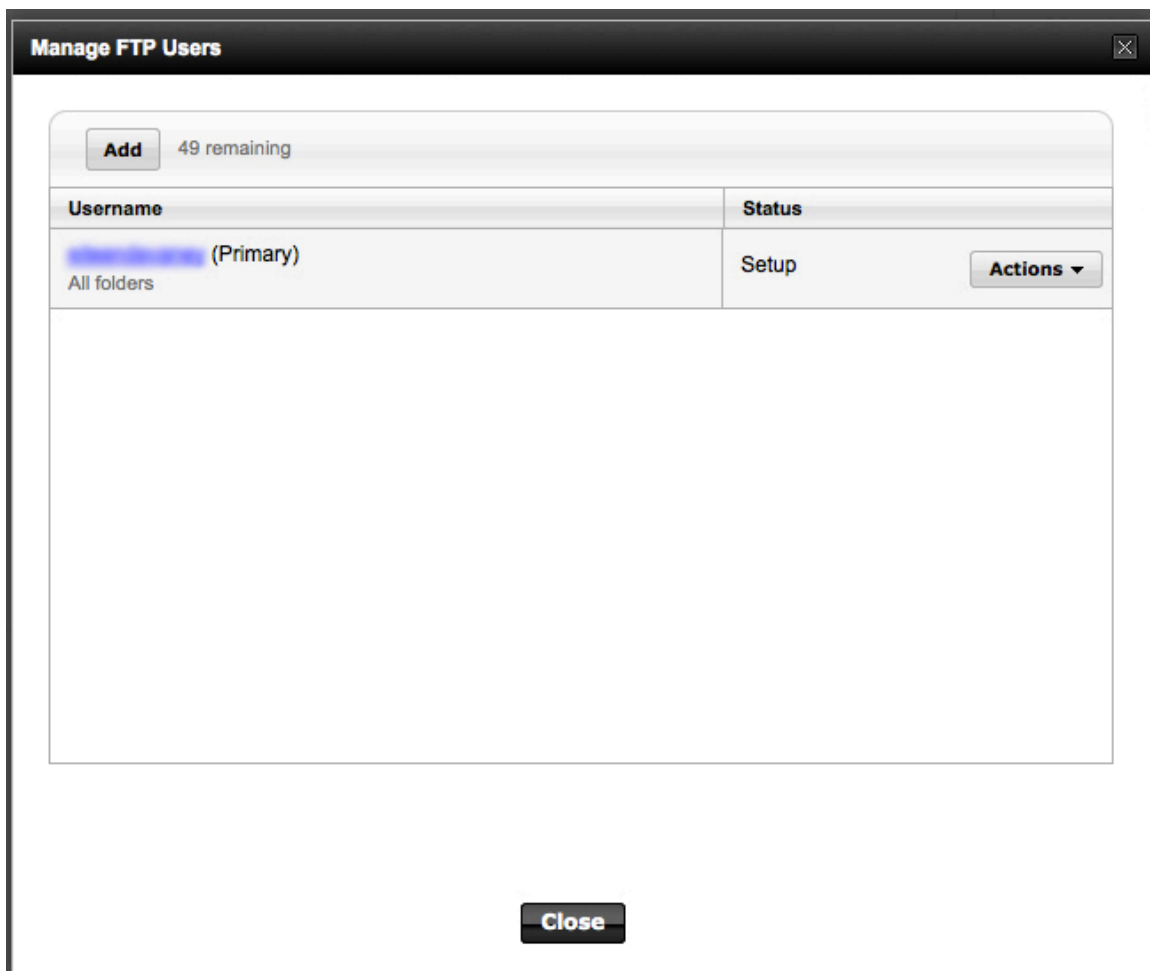
Click the [+] button for *Web Hosting* so that it drops down to reveal the *Launch* button



Scroll down the page until you see the *Settings* section.
Click on the icon that says *FTP Users*.



Once you clicked FTP Users, a box (pictured below) will pop up. If a FTP user isn't already created you may add a new one by clicking the ADD button.



Installing an FTP Client

Once you have created a FTP User/Account, then you will need to download an FTP client. There are many different FTP clients out there, some are free and some need to be purchased.

A few others include the following:

1. **WinSCP (Windows only; Windows Secure Copy)** is a free, open-source FTP client. Supporting both SFTP and SCP protocols (upshot: secure transfers), WinSCP is fast and lightweight while still supporting advanced features like remote text editing.
2. **Transmit (Mac OS X only)** \$30 FTP client packed to the brim with innovative features. It covers all of the usual suspects, including remote file editing and folder sync, and it's also got tons of Mac-centric features like a Dashboard widget, .Mac syncing of your bookmarked FTP servers, droplets for quick drag-and-drop uploading to favorite locations, inline previews, and Automator support.
3. **FireFTP (All Platforms with Firefox)** is a *Firefox extension* that integrates a powerful FTP client directly into our favorite browser. FireFTP isn't the most feature-rich client of the bunch, but if all you need is a simple FTP client for the occasional upload or download, FireFTP is more than up for the job. If you're running Firefox Portable on your thumb drive, you can take FireFTP with you wherever you go.
4. **FileZilla (All Platforms)** is a free, open-source FTP client for Windows, Mac, and Linux. Due to its price tag (or lack thereof), cross-platform support, and ease of use, FileZilla is a go-to option for many users new to FTP. Users stick around because FileZilla is a fast, full-featured (it also has remote file editing), and reliable FTP client in constant development. There's even a portable version you can toss on your thumb drive to use FileZilla on the go. Finally, if you're a Windows user you can even use FileZilla to build your own home FTP server.
5. **Cyberduck (Mac OS X)** is a free, open-source FTP client with support for most of the usual suspects in transfer protocols in addition to WebDAV and Amazon S3. It also supports Quick Look, Growl, and remote editing with your text editor of choice.

Others include:

1. SmartFTP
2. FlashFXP
3. CuteFTP
4. WS_FTP

(I personally use *FileZilla*, not that it should influence your decision)

File Manager

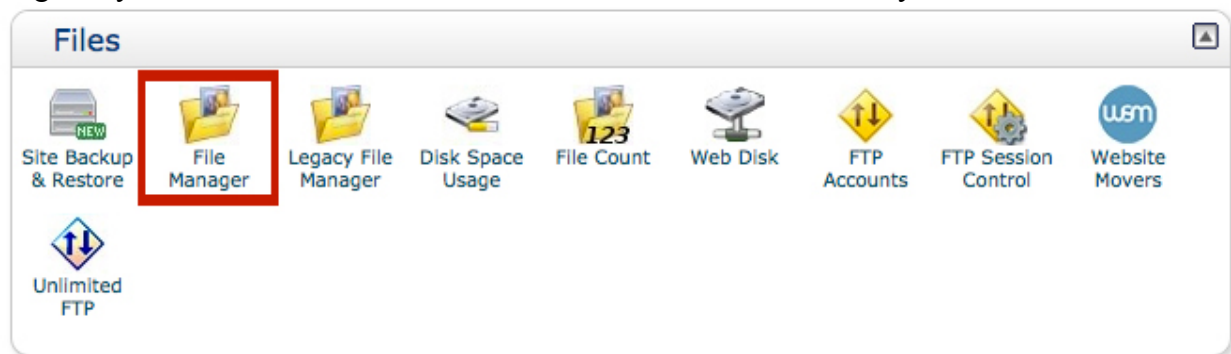
Managing Your Website Files Directly (non-FTP)

So FTP as you just learned allows for transfer of computer files to website and visa versa. The largest benefit of this is also *mass* transfer, with multiple files syncing simultaneously at the click of the mouse.

File Manager (if this feature comes with your hosting) allows for more refined edits to your website content. I use it for most everything except mass transfer.

With cPanel

Login to your website. On the home screen look for the section that says: *Files*



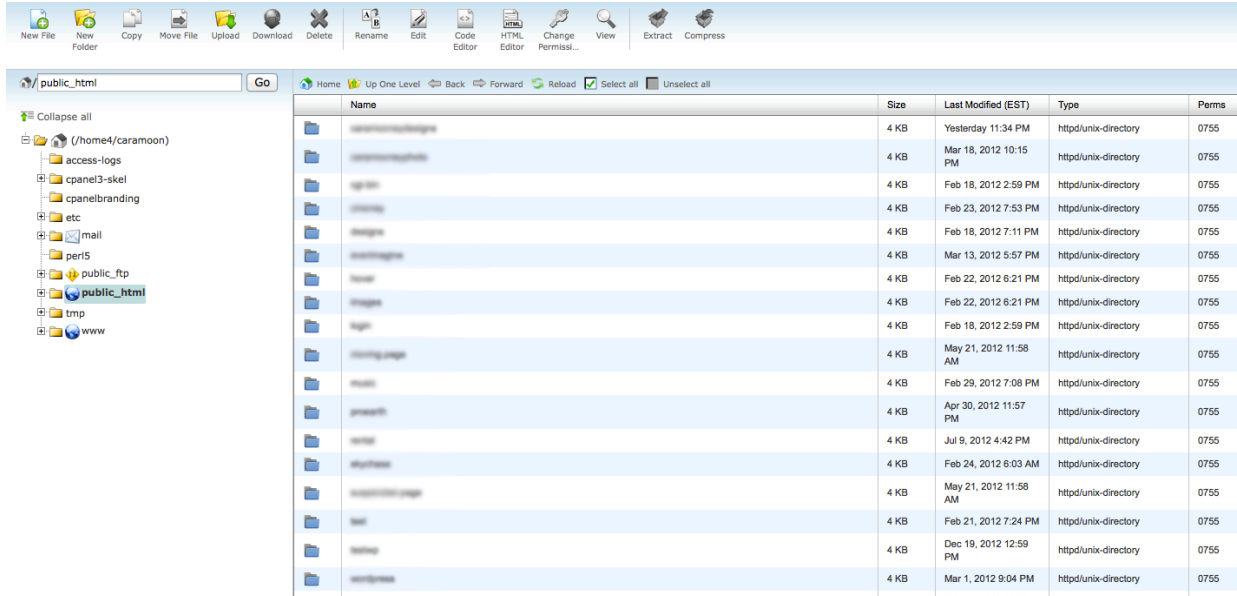
Click on **File Manager**.

A window (pictured below) may open asking where you want to be directed to. You can say either **Home Directory** or for this purpose: **Web Root (public_html/www)**.

If you go to Home Directory, you will need to located the *public_html* file anyway.



cPanel File Manager:

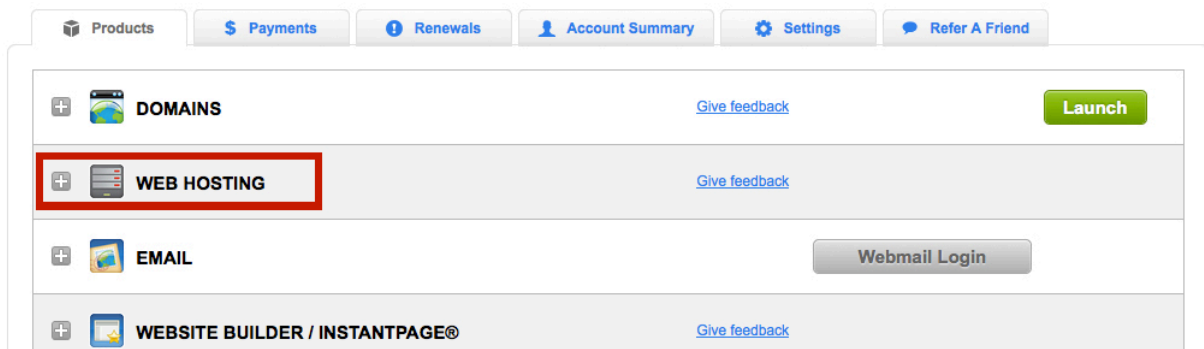


With GoDaddy.com

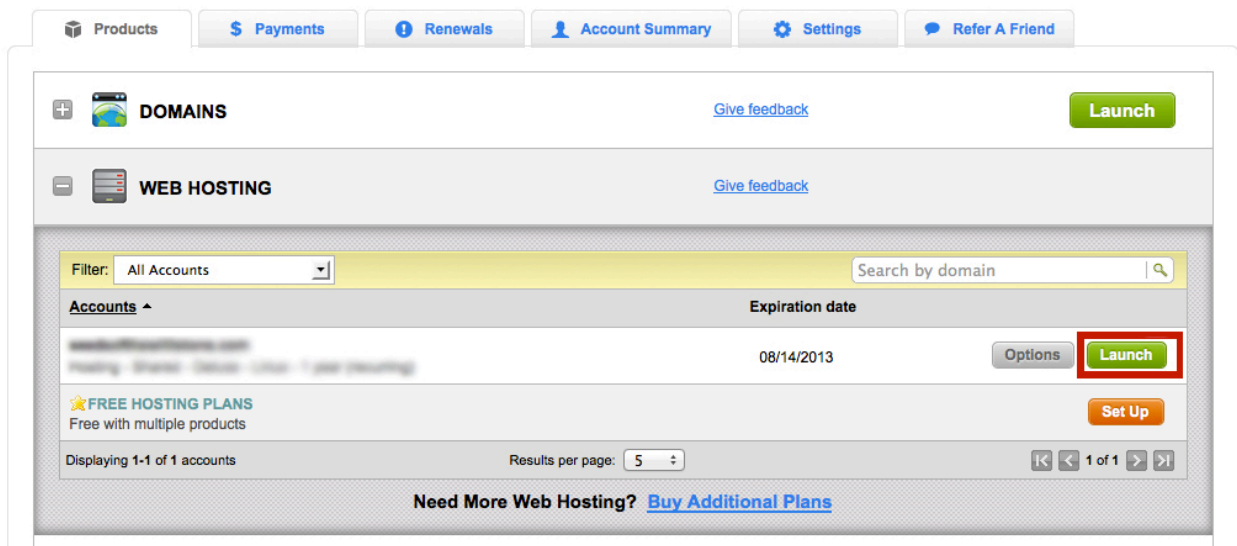
How to get to your File Manager:

1. Go to GoDaddy.com and login.
2. Click **My Account** (little black box in the upper left corner of your screen)
3. Under “Products” click the [+] button of **Web Hosting** so the menu drops down
4. Click “Launch”
5. Go to “Files & FTP” in the upper left corner.
6. Click **File Manager** on the drop down menu

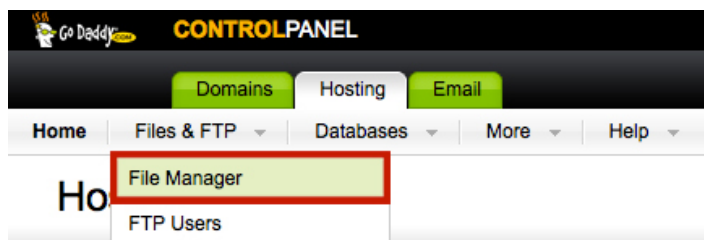
Step 2:



Step 3 and 4:

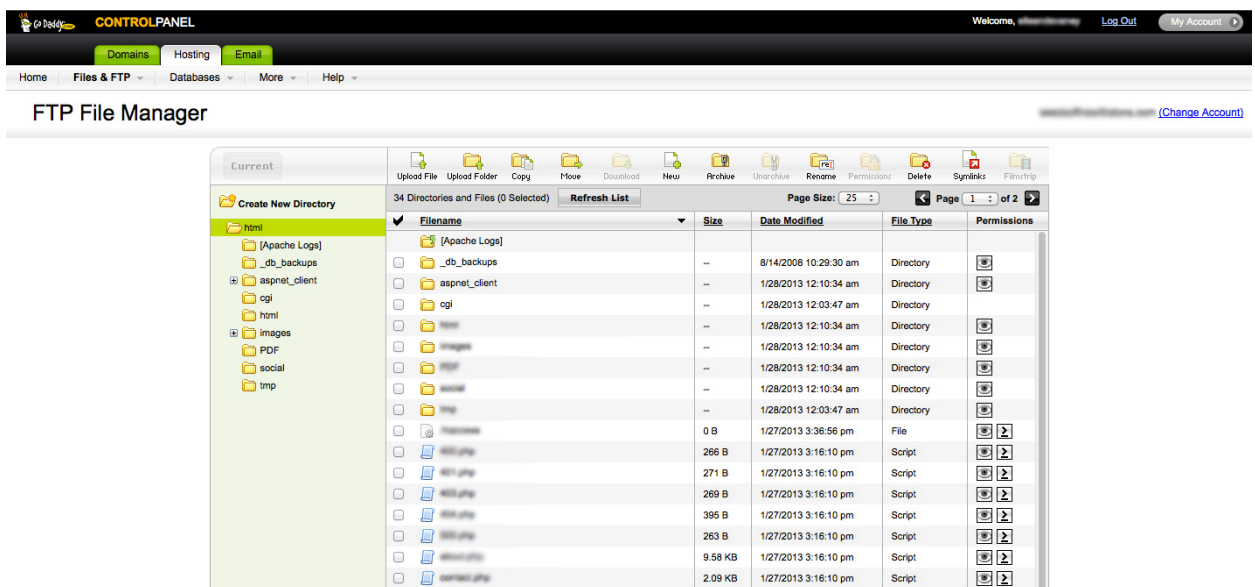


Step 5 and



6:

GoDaddy File Manager:



Using File Manager to edit your website

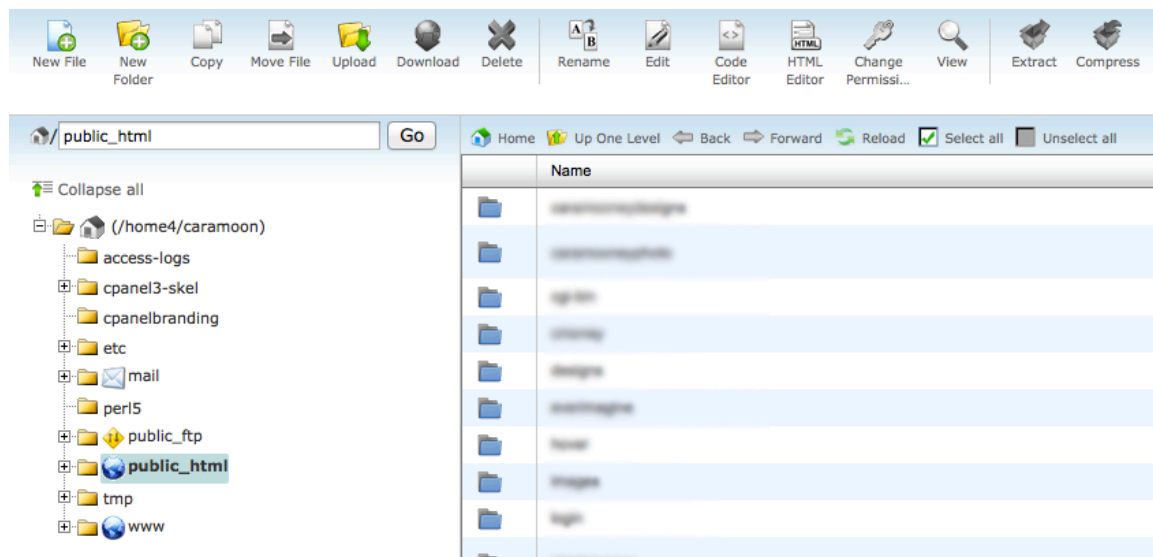
You actually could do everything through File Manager and never have to use FTP... Opps, sorry. Did I not mention that earlier? The only reason that I recommend everyone download an FTP client is that it allows for various parts of updating to be incredibly easy and fast. Also, some hosts do not offer cPanel or even their own version of a File Manager, so then you have no choice but to use FTP.

Many features are similar in between cPanel and other non-cPanel file managers. I will use GoDaddy.com as an example of one host that does not offer cPanel, but rather uses its own version, as things are a little different and can be confusing until you know your way around. Also File Manager only allows for single file uploading and downloading, whereas you can upload and download your entire site in a single moment with FTP (that is the biggest reason to use it!)

cPanel File Manager

Now I've shown you how to access your File Manager. This portion covers basic editing.

If you look at the top of the File Manager, you will see this bar:



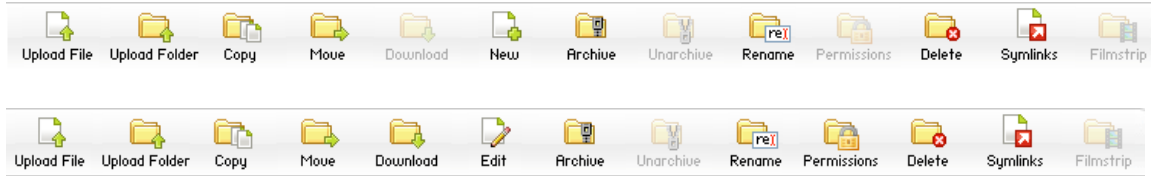
When you want to create a new page go to New File

When you want a new folder go to New Folder (and so forth)

The biggest thing to understand is the editing part. If you want to edit in plain text just highlight the page you wish to edit and hit Edit. If you would like to see the code highlighted (sometimes helpful, depends on your preference), go to Code Editor or HTML Editor.

GoDaddy File Manager


GoDaddy is not as smooth or as coordinated as cPanel, but the File Manager it has is not so bad either.



Do you see the difference between the first menu and the second?

The top one is what the menu bar will look like if you do not have a file selected. The second is what will come up when you have selected a file. Different icons are highlighted, and the New (top menu) and the Edit (bottom menu) icons switch out.

When you find a file you want to edit, make sure it is checked before hitting *Edit*. A box will pop up with the code (or sometimes visual perspective) of the website page. If the visual perspective shows, select HTML mode instead.

Make your edits. When you are done hit the *Save* icon  in the top left corner.