



Lecture 12

Putting your page to the Web

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Put your page to work for you

- company that lets you park your site on its web server called web host.

How Web Hosting Works

- The Internet is just a set of standards that let independent computers talk to each other.
- How does your favorite browser navigate this tangled network of computers to find just the web page you want?
- It's all in what's known as the URL (Uniform Resource Locator) – which is simply the website address you type into your browser, like www.google.com

Understanding the URL

The diagram shows the URL `http://www.SellMyJunkForMillions.com/Buyers/listings.html` with four parts highlighted in light blue. Red lines connect labels to these parts: 'Protocol' points to 'http://', 'Domain' points to 'www.SellMyJunkForMillions.com', 'Path' points to '/Buyers/', and 'File' points to 'listings.html'.

Protocol

Domain

Path

File

`http://www.SellMyJunkForMillions.com/Buyers/listings.html`

Figure 3-1:

The average URL consists of four pieces of information. The first part (the protocol) identifies the web standards the page follows. The second part (the domain) identifies the web server you're contacting. The third and fourth parts indicate the page's path and file name on that server.

The protocol

The protocol indicates your chosen method of transmission—in other words, how your browser should communicate with the web server. Websites always use HTTP (HyperText Transport Protocol), which means the protocol portion of a website URL is always *http://* or *https://*. (The latter establishes a super-secure connection over HTTP that encrypts sensitive information you type, like credit card numbers or passwords.) In most browsers, you can get away without typing in this part of the URL. For example, when you type *www.google.com*, your browser automatically converts it to the full URL, *http://www.google.com*.

The Domain

- The Domain name identifies the server that hosts the site you want to see. By convention, server names usually start with www to identify them as World Wide Web servers.

The Path

- Identifies the folder where the server stores the specific web page you're looking for. This part of the URL can have as many levels as needed. For example, the path `/MyFiles/Sales/2011/` refers to a `MyFiles` folder that contains example, that, in turn, contains a folder named `2011`. Windows fans, take note – the slashes in the path portion of a URL are ordinary forward slashes, not the backward slashes used in Windows file paths (like `c:\MyFiles\Current`). This convention matches the file paths Unix-Based computers use, which were the first machines to host websites.

The file name

- The file name is the last part of the path and it identifies the specific web page you're requesting. Often, you can recognize it by the file extension .htm or .html, both of which stand for HTML.

The Fragment

- The fragment is an optional part of a URL that identifies a specific position within a web page. You can recognize a fragment because it always starts with the number-sign character (#) and appears after a file name. For example: the URL <http://www.LousyDeals.com/index.html#New> includes the fragment # New. When you click the URL. It takes you to the section of the index.html page where the page creator has placed the New bookmark.

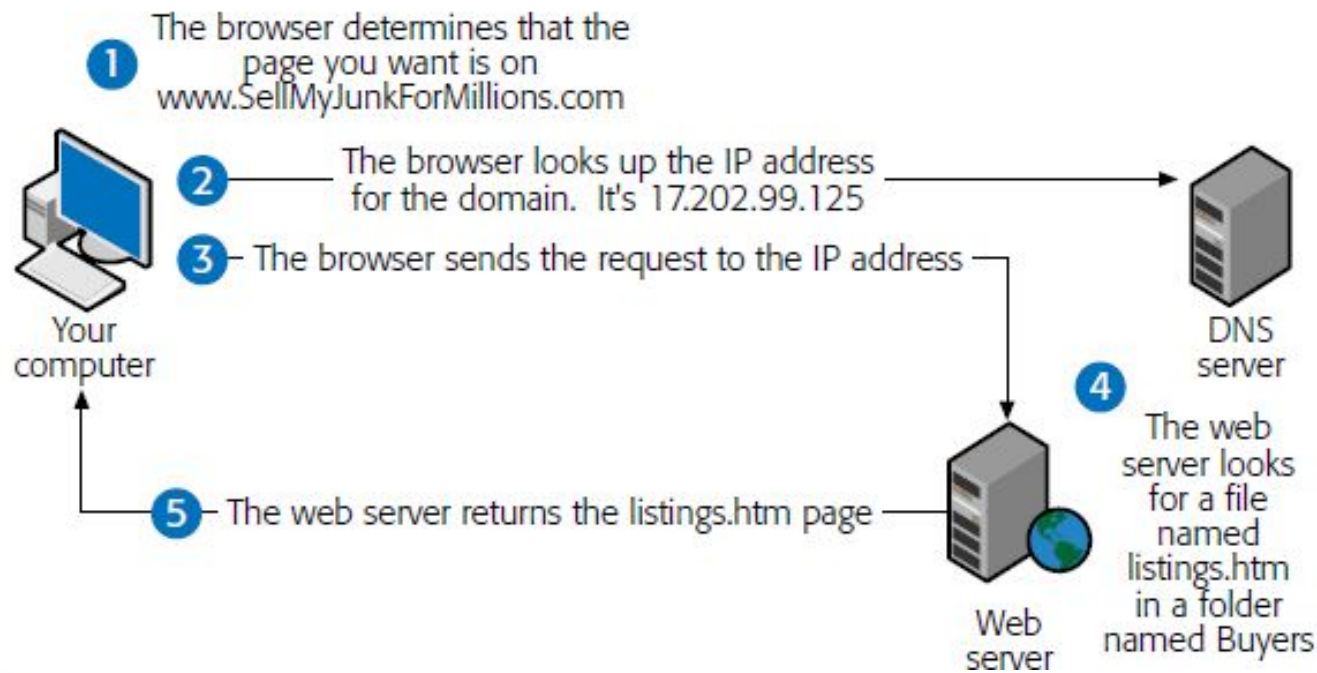


Figure 3-2: A simple web request usually involves a bevy of computers contacting each other in the order indicated above. The first computer (the DNS server, number 2) gives you the all-important IP address, letting you track down the second computer (the web server, number 4), which gets you the web page you want (number 5).

Domain Names

- Valid domain names include only letters, numbers and dashes.

Choosing the Right Domain Name

- You'll find that most short, clever word combinations are no longer available as domain names. Even if they aren't in use, domain squatters – individuals who buy and hold popular names in hopes of selling them to desperate high bidders later – have long since laid claim to common name. All these domain names are available at the time of this writing.

Here are some mistakes to avoid:

- **Too-many-dashes.** Dashes can confuse some people, and others may overlook them. (Other characters, like underscores are far worse – avoid them at all costs.) Some webmasters believe that a domain name with a single dash is perfectly reasonable, but one with several dashes looks like a spam site, and should be avoided.

Phrases that look confusing in lowercase

- Domain names aren't case-sensitive, and when you type a domain name into a browser, the browser converts everything to lowercase.

Names that don't match your business

- If you're starting a new business, try to choose your business name and your domain name at the same time so they match.

Searching for a Name

- When you perform a search and find an available domain name, the hosting company gives you the option to buy it.

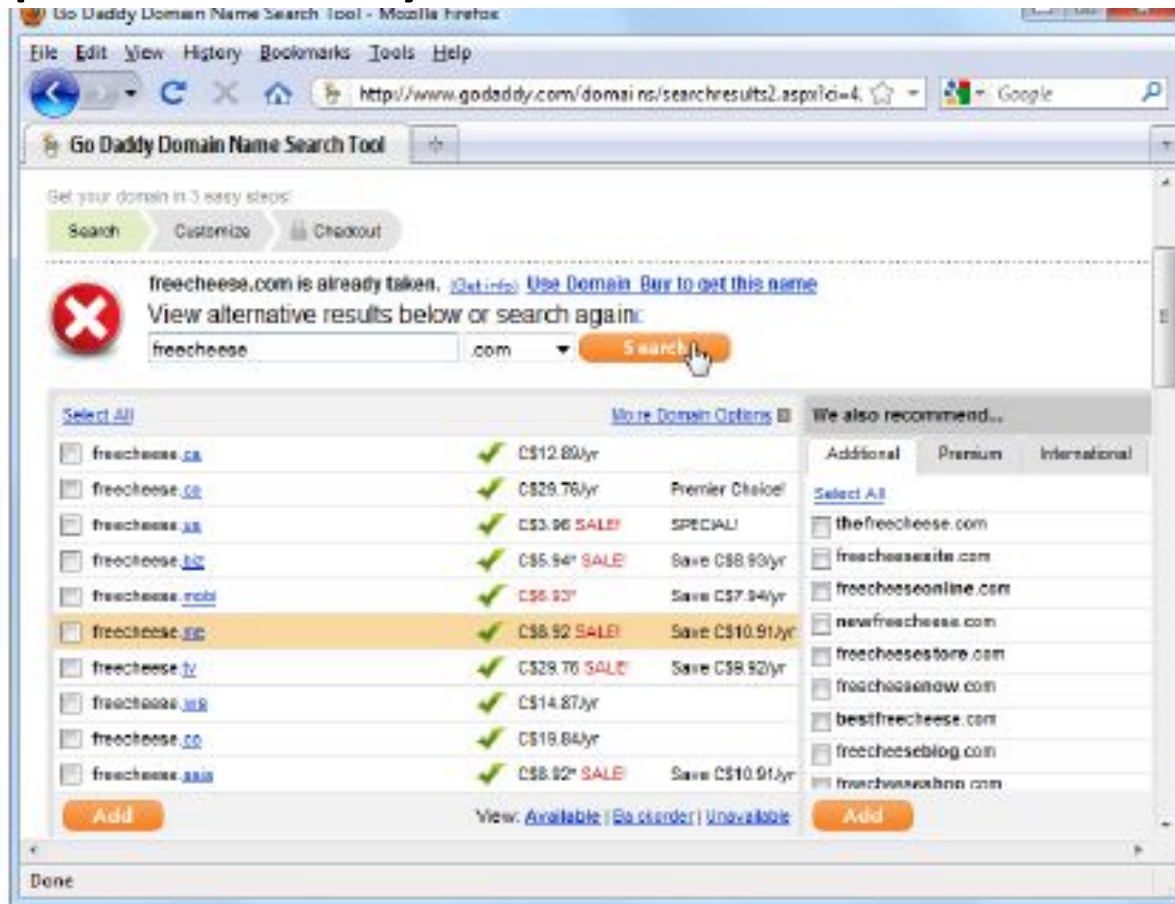


Figure 3-5.

This search reveals that your first choice, www.freecheese.com, is gone. All that's left are the less-catchy www.freecheese.biz and country-specific domains. The "Additional" list on the right generates a few similar domain names that are available (in this case, that includes www.thefreecheese.com and www.freecheesesite.com). You can also click the Premium link to see domain names for sale by their owners; be prepared to shell out some serious bank, however (like www.fatfreecheese.com for over \$1,000 and www.cheesenow.com for more than \$3,000).

Registering Your Name

- Most web hosts offer free or discounted domain name registration when you rent space from them.

- Home Work: Chapter 3 and 11