

Developing a Web Site: Hands-On - 4 Days

Course 470 Overview

You Will Learn How To

- Establish, configure and maintain an intranet or Internet Web site
- Develop and publish Web pages using HyperText Markup Language (HTML)
- Optimize page styles and layout with Cascading Style Sheets (CSS)
- Configure a Web server
- Interface a Web site to a database for the dynamic storage and retrieval of data
- Produce dynamic Web pages using server-side and client-side scripts

Course Benefits

Functional and attractive Web sites are critical elements of success for most organizations. In order to stand out from the competition, a site must be aesthetically appealing as well as perform smoothly and efficiently. In this hands-on course, you gain the knowledge and practical skills you need to develop a Web site. You learn the fundamentals of HTML syntax and layout, creating effective Web pages, configuring a Web server and interfacing your Web site to databases.

Who Should Attend

Those involved in establishing, developing or maintaining a Web site and anyone wanting to gain more knowledge about Web technologies. A basic familiarity with Microsoft Windows, the Internet and the Web is helpful.

Hands-On Training

An in-depth case study provides the hands-on skills to generate a dynamic Web site. Exercises include:

- Creating accessible, standards-based Web pages with HTML, XHTML and CSS
- Building, testing and refining your Web site
- Adding DHTML effects to Web pages
- Enhancing your Web page with images and image maps
- Configuring and testing a Web server
- Processing user requests and generating dynamic pages as the response
- Interfacing your Web site to a database
- Incorporating multimedia effects

Developing a Web Site: Hands-On - 4 Days

Course 470 Outline

Introduction to the Web

- Internet/intranet fundamentals
- Web architecture
- Exploring multiple browsers
- Search Engine Optimization (SEO)

HTML: Hypertext Markup Language Building a Web page with HTML and XHTML

- Head and body elements
- Formatting text with tags
- Establishing hypertext links
- Ordered and unordered lists
- Designing tables to display data
- Defining relative and absolute anchors

Adding graphic elements

- Making your pages graphical with embedded images
- Adding interactivity with "clickable" images
- Utilizing animated images to liven up a Web page
- Creating image maps to link multiple parts of a single image

Controlling page styles and layout with CSS

- Attaching style properties to HTML tags
- Creating and applying style sheets
- Implementing a styled navigational menu
- Choosing and applying styles with class and ID attributes
- Ensuring a consistent look across all pages of a site

Implementing a Web Server

Web server functionality

- Web server/browser communication
- The HyperText Transfer Protocol (HTTP)

Configuring a Web server

- Setting up the server directory structure
- Deploying access configuration/security
- Ongoing server administration

Programming on the Server

Server-side scripting

- Client/server/script interaction
- Exploring the operation of server-side Web applications
- Accessing data on the Web server
- Creating dynamic Web pages

- The difference between **GET** and **POST** requests
- Including a consistent navigational menu on all pages
- Reading and writing browser cookies

Processing user data with forms

- Capturing user input with HTML forms
- Adding text fields, selection lists, check boxes and radio buttons to a Web page
- Configuring a form to invoke your server-side program when submitted
- Processing form input with dynamic Web pages

Interfacing to a Database

Relational databases and the Web

- Characterizing database records
- Using SQL to manipulate the database

Database-driven Web pages

- Opening a connection to a database
- Storing data captured from forms
- Performing dynamic queries on the database
- Generating a Web page response displaying the results of a query

Creating Dynamic Web Pages

Adding interactivity with JavaScript

- Incorporating JavaScript that executes in the Web browser
- Enhancing client-side functionality
- Validating form content to ensure forms are filled out correctly
- Reacting to user actions

Incorporating multimedia

- Embedding animation and video content in Web pages
- Adding interactivity with plug-ins

Creating interactive Web pages with Dynamic HTML (DHTML)

- Combining JavaScript and CSS
- Supporting multiple browsers
- Dynamically positioning content within a page
- Revealing and hiding page content
- Implementing rollover graphics with DHTML

XML and HTML5

- Fundamentals of XML

- Implementing an RSS feed on your site
- Introducing HTML5