**BOOKLET**

2

# BUILDING A WEBSITE
## *from* A TO Z

Ontario

— The Learning Series will —

# OPEN YOUR MIND TO CONCEPTS, POSSIBILITIES

And

# CREATIVE THINKING

# The Learning Series

The Learning Series has been developed as a series of tactical information booklets to help long-term care facility operators and administrators with a variety of marketing, recruitment and retention needs. The Learning Series is a generic guide to assist facility operators and administrators who are:

- New or looking to augment their Human Resources (HR) marketing knowledge
- Looking for new and unique ways to market to consumers and recruit and retain quality candidates to their facility

Each of the booklets in the learning series contains tools, suggestions and practical solutions for various recruitment and retention challenges.

### Booklet One      HR Recruitment & Consumer Marketing Tools & Tactics

Booklet one focuses on tactics that can be applied to recruitment marketing of most staff positions in the long-term care facility sector.  The booklet starts with a detailed step-by-step outline of how to develop a marketing plan which can help focus marketing activities.  After marketing needs are determined, tactics can be identified; booklet one concentrates on how to market long-term care facilities through traditional advertising tactics such as job fairs, the Internet and local communities.

### Booklet Two      Building a Web Site from A to Z

Booklet two reviews all of the steps that are involved in building a simple web site.  An introduction to the Internet, an outline of the elements that make up a web page and the approximate costs for a web site are provided.  The main chapters review the steps to building a site from designing the layout, writing the content, building the web pages and finally launching and maintaining the site.

### Booklet Three    Targeted Recruiting by Long-Term Care Facilities

The third booklet in the learning series focuses on Targeted Recruiting. The booklet provides tips and strategies on how to target certain workers for recruitment to rural communities, how to target graduating students for recruitment and how to tap into untapped labour pools such as older workers, and workers who are new to Ontario.

### Booklet  Four    Long-Term Care Facility Worker Retention

Keeping and developing quality employees is crucial to the continued existence of long-term care facilities.  Booklet four focuses on best practices and employee retention strategies to assist facility operators retain and empower current and future staff.

## Why the need to provide a resource kit for long-term care facility operators?

The long-term care facility sector in Ontario is undergoing a significant transformation. Government investments have resulted in the addition of 20,000 new beds by the end of 2004 and the redevelopment of up to16,000 existing beds by 2006. As a result, many new facilities will be opening and a large number of employment opportunities will be created.

There is a shortage of qualified staff in many areas of health care across the country, as well as around the world, which creates recruitment challenges for health care providers. Investment into the future of health care for seniors will create new challenges for recruitment in the long-term care facility sector. To be effective the sector must respond by ensuring that all recruitment and retention opportunities are pursued, alliances are built with educational institutions, and people who may consider a career in long-term care are drawn to the sector.

As a facility operator you will need to ensure that your tactics reflect the most up-to-date and successful recruitment practices and provide the best opportunity to find the right staff to meet the needs of your residents.

## Contributors

This resource kit has been prepared as a collaborative effort between the Ministry of Health and Long-Term Care, the Ontario Association of Non-Profit Homes and Services for Seniors (OANHSS), the Ontario Long-term Care Association (OLTCA) and long-term care facility operators.

## Disclaimer

The information in this Learning Series has been provided as a public service by the Government of Ontario and is intended to provide general information and ideas. Every reasonable effort has been made to ensure the information present is current and accurate, but readers should verify information before acting on it. The information is not intended to represent government policy or direction and should not be relied upon to be the authoritative text. As well, the content should be considered with respect to collective agreement provisions as well as formal ministry policy and related legislation.

# BOOKLET 2

# Building A Website from A to Z

# Building A Website from A to Z

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# Introduction to Booklet Two

1

# Introduction

## 1.1 Overview

This document has been designed as a tool to assist Long-Term Care facility operators in developing a presence on the Internet as part of *The Learning Series*. The information contained in this document is intended to provide information only and does not promote any specific method or endorse a particular vendor to create a web site.

The Internet is a powerful medium that allows people unprecedented opportunities to share information, communicate ideas or sell products. For many businesses, their web site is much like an on-line brochure or catalogue. Other web sites are built by organizations to provide information, education or entertainment, reaching audiences around the world. For our purposes, we will be focusing on an information- based web site.

To get the most out of creating an effective web site, it is important to know who your audience is and the kind of information you want to convey. Building a web site is not as difficult as it may appear. If you know a little about computers, have used a word processor such as WordPerfect or MS Word and have surfed the Internet using a web browser like Explorer or Netscape, you are already on your way!

This step-by-step guide will help you to understand the elements of building and launching a successful web site.

## 1.2 How much will it cost?*

It doesn't have to cost a bundle to build a web site, and you don't have to be a 'techie' to do it. Here is a basic idea of what it would cost to build a basic web site (e.g., consisting of 5-10 web pages).

| Item | Cost |
|---|---|
| **Web Site Development**<br><br>A) HTML template/wizard<br>B) Professional developer | A) Approximately $10 - $200, one-time cost<br>B) Rates for professional developers will vary based on their level of expertise and experience, anywhere from $10 - $200+/hour. |
| **URL / Web site address** | Approx. $50 – $100 every 2 years** |
| **Web Hosting Service**<br>(Static, no database, including at least one e-mail address) | Approx. $15 – $200 per month** |
| **Maintenance** | Approx. 2-5+ hours per month** |

**\* Subject to the disclaimer, terms and conditions.**
**\*\* The costs and rates identified are to be used as a guide. Costs and time estimates will vary. Costs and rates identified in December 2002.**

# 1.3 Understanding the Internet

The Internet is essentially a very large group of computers that are connected together through telephone or cable wires.  In the past, sharing information from one computer to another was done by copying files to diskettes or floppy disks.  Technology evolved in such a way that computers could share information across wires within buildings (local networks) or from city-to-city using telephone or cable wires (e.g,wide area networks). The Internet is essentially the largest wide area network as it encompasses the globe and therefore is known also as the World Wide Web (WWW) or, for short "the Web" or also "the Net".

There are basically three components which are necessary to allow information to be shared over the internet: 1) a computer for the user, 2) a computer where the files the user wants to access are loaded (this can be another user's  computer or commercial computers/servers) and 3) a communications infrastructure made of wires and cables to connect the computers together.
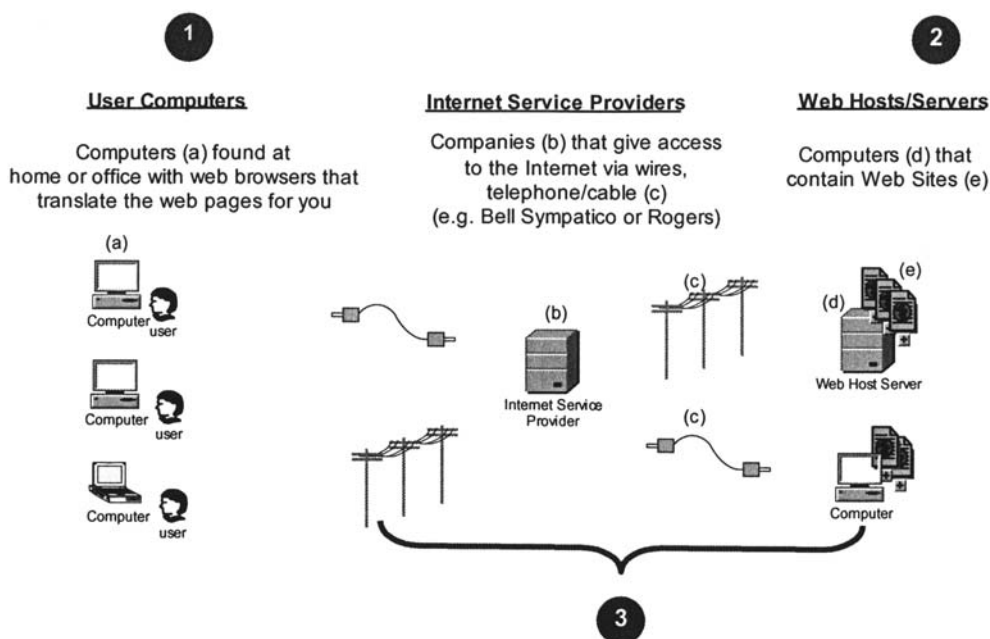
Computer **Users** connect to the Internet from their machine (a) using a special program called a **Web Browser**.  The browser program acts as a translator of data so that you can easily read the web sites you are visiting. Three common browsers used are: Netscape, Microsoft Explorer and AOL.  This program is loaded on the user's machine and allows the user to view web sites whether they are being accessed on their own computer or across the Internet.

The telephone/cable lines (c) and the Internet server (b), which make up the communications infrastructure, allowing the user to access information or web sites on other machines, are provided by **Internet Service Providers** (see item 3 in above diagram). You will hear people talk about high-speed Internet access; this is the speed that information travels across the wires provided by the Internet Service Provider.The short form for Internet Service Provider is ISP.

**Introduction**

A **web site**, see item (e) in the above diagram, is a group of files stored on a computer with information that is organized in the same way as a book with pages grouped by sections. Some sites have one page and others have many pages. Each site has a main or **home page** that is the first page a user sees when they access a web site.

Web sites are loaded or hosted on computers (d). Although a web site can be hosted on a user's computer (a), it is not recommended, as most users do not have sufficient memory (hard disc space) to store the web files. A computer that is hosting a web site must be "on" 24 hours a day for users around the world to access the site. It is best to host your web site with a Hosting Service (see item 2 in the diagram), which has the appropriate infrastructure (machinery and technology) and expertise to deal immediately with any technical issues that may arise.

Now that we have the fundamentals of the Internet, let's look at how to access or find a web site.

Often a user will know the site they want to visit by the site's address. This address is called an **URL** (Uniform Resource Locator). Addresses are unique for every web site and are made up of letters much like a street address and postal code, e.g. www.ltccareers.com, which is the address for the Ontario Long-Term Care Facility Employment Information Web Site. The extension at the end is called a domain. Each country around the world has an assigned domain (e.g. Canada = *.ca).

If a user does not know the address for a web site they can look for it using a search engine. A **search engine** is a web site on the Internet that allows users to submit words into a database that identify or describe the site, subject or information they are looking for. The search engine will provide the results of the user's search and the links to the sites that best match the criteria they defined. Examples of common search engine web sites are Yahoo (at www.yahoo.ca or .com), Google (at www.google.ca or .com), etc.

That essentially covers the basics of the Internet and accessing a web site. Now let's look at the components of a web site.

## 1.4 Components of a web site

A web site may be as simple as one-page, or as complex as thousands of pages, but there is always a **Home Page** that is the point of entry to access information on the site. For our purpose, we are going to be looking at a simple web site of 5-10 pages.

All web sites are organized in much the same way, to make it easier for users to find what they are looking for. A web site always appears in a **browser window** (see 1), which has buttons at the top to help you perform actions on a web page, for example Print, New Window. This also includes some **basic navigation tools** like a Back and Forward button to give added assistance when navigating a web site. The address or **URL** for the site is found in the address field of the window (see 2), and the web site and its content appears in the center (see 3). The web page itself will always include navigation that guides the users through content and information that is available on the web site.

1. Web Browser Window
2. Address of site or URL e.g. www.ltccareers.com
3. Web Page, content & information
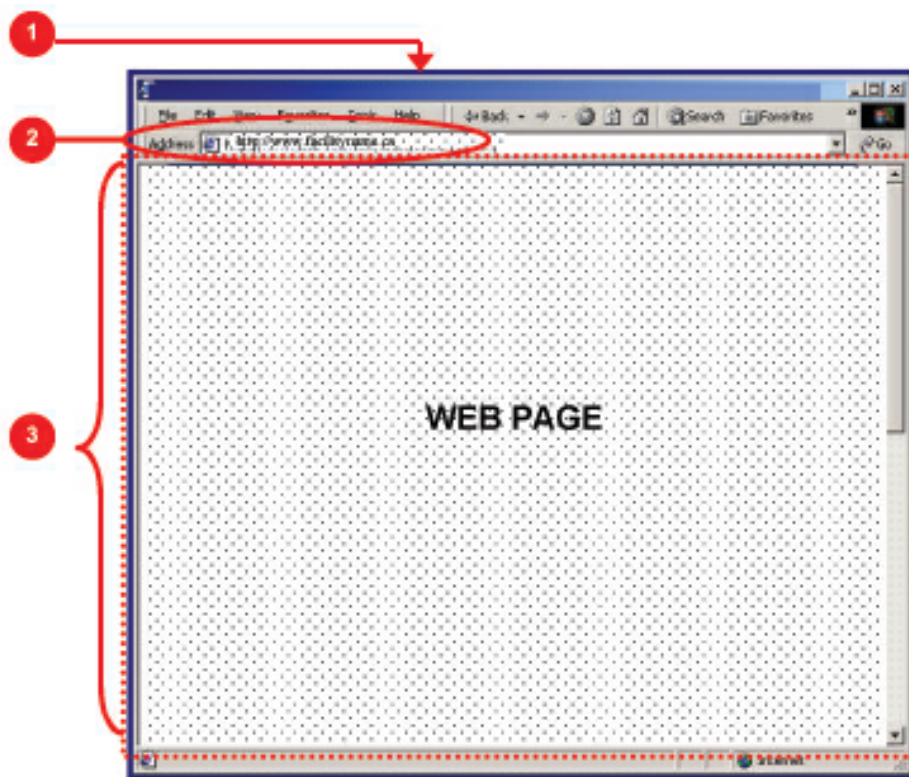


All web pages are organized in a very consistent manner; this is referred to as the **page layout** or **framework.** Typically a web page includes a title, content and at times images to help you communicate your message to the reader.

# 1.5 The Steps to Building a Web Site

Building an effective web site involves careful planning.  By preparing and understanding the entire process before you begin, you will be able to save yourself both time and money.

Think of building a web site like building a house:

- You will need to do some basic planning of what you are going to be building.
- Do some research, take a look at other houses and make a note of things you like and dislike.
- Draw up the blueprints of how you want things laid out.
- Gather all your building materials.
- Build it, or get someone to help you.
- Put on the final touches and move in!
- Ongoing maintenance (e.g. Mowing the lawn).

If you applied this same model to building a web site you would need to:

Step 1:     **Research** and **Plan** the process  (Plan & Research)
Step 2:     **Identify** information for your web site and **Write** the contents
Step 3:     **Design** what your web site will look like  (Blueprints & gathering materials)
Step 4:     **Build,** put all the pieces together  (Build)
Step 5:     **Launch** it on the Web (Move in)
Step 6:     **Maintain it**

| PLAN | WRITE | DESIGN | BUILD | LAUNCH | MAINTAIN |
|------|-------|--------|-------|--------|----------|
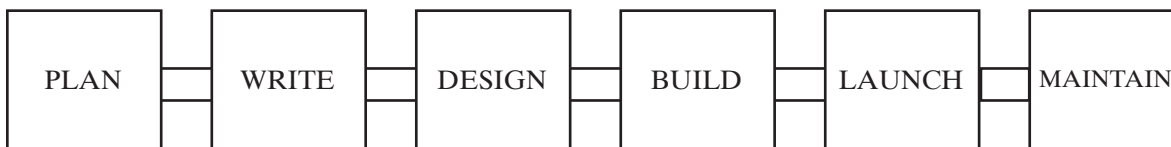
Let's take a look at the parts of a web page:

1. Browser navigation and URL
2. Web Site Header
3. Web Site Navigation
4. Web Site Page Title
5. Web Site Content/Information
6. Web Site Footer

**Introduction**

| Web Page Component | Description |
|---|---|
| Browser Window (see 1) | As mentioned previously web site pages are viewed through a web browser window. This window includes some basic navigation and tools to assist the user when browsing the web. This area also includes the address/URL line. |
| Header (see 2) | A header is found at the top part of the page and usually identifies the name of the site, or the company or organization of the site. This space also typically includes the company name, a logo and/or an image. |
| Navigation (see 3) | The navigation is made up of buttons or links to other pages in the site. Consequently it acts as a table of contents for the site and tells the users, in very simple terms, what information is available. Navigation does not always appear at the top, it may appear on the left or right of the page or in a combination of these options. |
| Page Title (see 4) | The name of the page that indicates what content is on the page. |
| Content/Information (see 5) | Content makes up the core message that you would like to impart to the user. A web page is basically a file similar to word processing documents e.g. MS Word and WordPerfect that allow you to format the text (red, bold, etc.) and include pictures.<br><br>The content that appears within web pages can be defined as static or dynamic.<br><br>Static content does not change often and is programmed directly into a web file.<br><br>Dynamic content changes on a regular basis and is usually updated frequently from an outside source, such as an external text file,. e.g. a stock ticker that scrolls across a page that provides updated stock prices. |
| Pictures & Colours (see 2 and 5) | As the saying goes 'a picture speaks a thousand words'. The content on a site can be enhanced where possible with pictures or colours to help get your message across. Pictures are also referred to as photos or images. |
| Footer (see 6) | The footer is found at the bottom of the page and tells the user they have reached the end of the page, as some pages are longer than the computer screen. The footer also includes some navigation buttons for standard links such "contact us", "site map", "copyright" or "disclaimer". |

# Step 1:
# Research & Plan

2

# Step 1: Research & Plan

| PLAN | WRITE | DESIGN | BUILD | LAUNCH | MAINTAIN |
|------|-------|--------|-------|--------|----------|
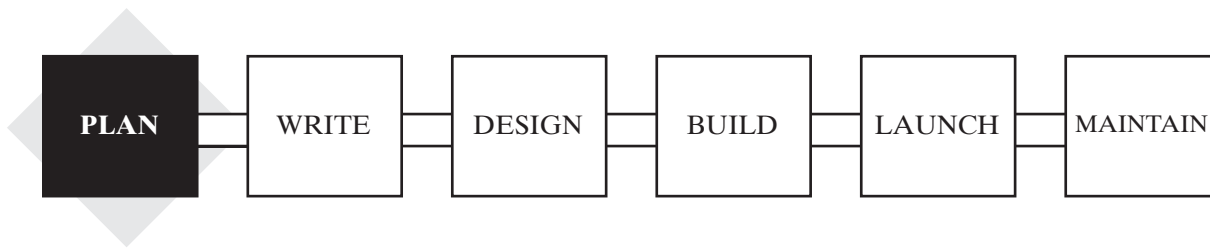
Building an effective web site requires thoughtful planning. It doesn't matter if the site has five or five hundred pages. To begin you need to research other sites that are available on the Internet and elements of these sites that you like/dislike as well as to IDENTIFY…

- …who is going to be looking at your web site.
- …why these people are looking at your web site.
- …what information your web site is going to include.

## 2.1 Research what is already out there

Before you begin the hands on process of building your site, you will want to do some general research to plan and prepare. Search the Internet and visit a number of existing web sites, both related and non-related to your organization. Pay close attention to the web sites that you really like. Print out their web pages and highlight information that you would like to include on your site.

*Hint:* **Web sites to visit**- Visit long-term care facilities and Community Care Access Centre (CCAC) web sites as well as unrelated sites to get a general idea of elements that you like/dislike. You may also want to look at sites from other countries with related information.

## 2.2 Defining your audience

Before you build you have to determine who the audience is for your site. Many design and content decisions will depend on this, as you will want to design a site that responds to their needs. This will ensure that:

• you give the users the information they are looking for
• the content will be written in a language that your users can easily understand

Here are some questions you should ask:

• Who is going to be looking at this web site?
• What are they looking for?
• What do you want to convey to them?

*Hint:* If your users are 50-80+ year olds, you could use different language to communicate your message(s) than if you were addressing a team of health-care professionals.

Create a chart like the one provided below and list all the potential visitors to your site and the questions they may be seeking answers to.

**Example: Users of this web site and what they're looking for**

| Who | What? (general & specific) |
| --- | --- |
| **Elderly** | Looking for a long-term care facility.<br>• Where is the facility?<br>• What services does the facility offer?<br>• What accommodations are available?<br>• What does it look like?<br>• How much does it cost?<br>• Who can I talk to for more information? |
| **Adult children** | **Looking for a long-term care facility on behalf of their parent(s)**<br>• Same as above |
| **Grandchildren** | **Looking for long-term care facility information on behalf of a grandparent**<br>• Same as above |
| **Potential employees or volunteers** | **People looking for employment in a long-term care facility**<br>• Where is the facility?<br>• What services does the facility offer?<br>• Are there any jobs available?<br>• Who can I talk to for more information? |

To assist in this process please **see Worksheets** provided at the end of this document.

# Step 2:
# Write

3

# Step 2: Write
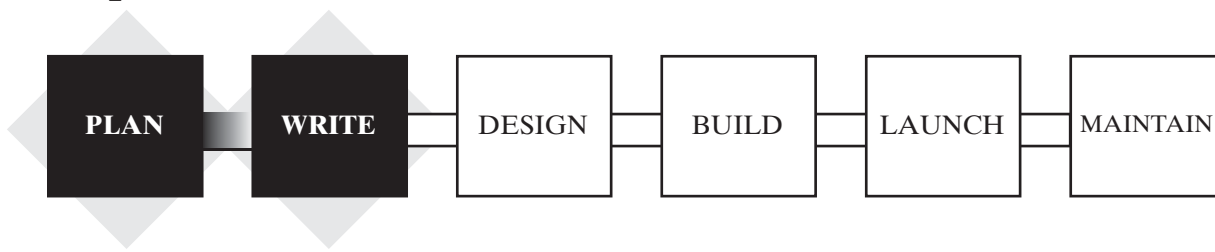


After identifying who the audience is and the information they are looking for, you will have created a framework or understanding of the content and information you would like to present. Having researched other initiatives you will have a solid understanding of what you are building and why you are building it. Now we are going to turn to the details of the information you are going to include. Consider this as being the blueprint for your house!

- …what information your web site is going to include.
- …how the information needs to be grouped.
- …the details.

To help identify what will be on your site we will be going into more detail on:

- Listing your content
- Organizing your content
- Writing your content

## 3.1 List your content (brainstorm)

Now that you have defined your users and the questions they may ask, the next step is to make a list of all the information to be included on your web site (see example). This list should include information that people are often looking for or questions they are asking, along with any other information you think may be helpful. The content of your site will most likely end up being a combination of information that you already have and new information that needs to be created.

> *Hint:* Take a look at the brochures that you have made up and questions that potential residents and employees ask you! Other facility sites are also a good source of ideas for content.

Keep in mind that the information that you identify here will become the information / content that is included on the pages of your web site.

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### Example: Content List

**Included below is a brief example of content, but is by no means a complete listing.**

- Where the facility is located
- General information about the facility & policies
- How long has it been around?
- How many residents are there?
- Other items of interest
- Outline of the types of services and programs available
- Outline of the types of accommodations available
- How big are the rooms?
- What items are provided in the rooms and what, if anything, can I bring? (e.g./ TV, bed, dresser, fridge)
- How many of each type of accommodation?
- How do people apply for residency?
- Who do people talk to for residency?
- General Contact Information: Phone #, Fax #, Address, E-mail Address
- What CCAC(s) do you work with?
- How do people apply for a job?
- Legal Disclaimer / Terms and Conditions of the information on the site

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To assist in this process please **see Worksheets** provided at the end of this document.

**Step 2: Write**

# 3.2 Organize/Group the content

In the previous step we made a laundry list of all the information we would want to communicate to our users. This list now needs to be organized/grouped so that people can logically and easily find information.

This grouping of information, when it is complete, in the Internet world is known as a **"Site Map"**. A site map is essentially an index of your site and provides an outline of the pages that will need to be built and how all of the pieces of information are related. Most information on the Internet consists of short documents that can be referenced or linked back and forth.

**How do I do this?**

Review the information you have listed and re-organize them in themes or headings in order to group related information (see example). The nature of the content often indicates the best ways to group and organize your information.

Once you have made your groupings you will begin to see the shape of your site map. This re-grouped list will form the outline of the pages you need to build and the content that needs to be written.

---

**Example: Organizing and Grouping Content**

**Contact Information**
• General Contact Information (address, phone, fax, e-mail)
• Who should someone contact for residency?
• Who should someone contact for job information?

**Information About the Facility**
• Where the facility is located?
• How many residents are there?
• How to apply to this Facility?
• What are the facility's policies? (e.g. Pets/no pets)

**Information About the Services & Programs**
• What type of services & programs are available?
• Describe each of the services & programs briefly

**Other Information**
• Disclaimer around the information and content found on your web site. This is a standard piece of content that should be included on every web site

**Information About the Accommodations**
• What types of accommodations are available?
• How many of each?
• What is the size?
• What items are provided in the rooms and what, if anything, can I bring?

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To assist in this process please **see Worksheets** provided at the end of this document.

**Identify the level of importance of these groupings**

Now re-sort the groupings in order of importance (e.g. what a user would want to visit first when they get to your site.)  This ranking should be consistent with common sense and logical organization. This re-sorted list becomes the table of contents for your site, also known as your **navigation buttons,** which leads users to the various pages of your site. These names should be brief and simple.  They are the labels that will lead users to the pages with detailed information.  Don't forget the Home page is always the first one!

For example your navigation buttons could be:

1. Home page
2. About our Facility
3. Accommodations
4. Services & Programs
5. Contact Us
6. Other Information

## 3.3 Draw your site map

A site map is a visual or textually organized presentation of a web site's content. Your site map is made up of the pages of your site, the most important being the home page.  A home page is the doorway to your web site.  This page typically includes your "Welcome" message and a brief introduction to web site and the information that you have made available.  This is the first thing to include in your site map.  The other pages are made up from the groupings of information that you have identified in order of priority.

Your site must be well organized, both for the ease of use of your visitors and for you to maintain. Visualizing the web site helps to clarify your organization. The goal is to produce a well-balanced hierarchical tree that facilitates quick access to information on your site.

**Step 2: Write**

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**Example:  Site Map**

**This site has six pages**  |  **Content that will appear on these pages**

Page 2.0

**The Facility**

Information about the facility
• **Where the facility is located**
• How long has it been around
• How many residents are there?
• How to apply for this facility?
• What are the facilities policies (ie. pets / no pets)

Page 3.0

**Accommodations**

Information about the accommodations
• **What types of accommodations are available?**
• How many of each?
• What is the size?
• What items are provided in the rooms and what, if anything, can I bring?

Page 1.0

**Welcome and intro to your website.**

Page 4.0

**Service & Programs**

Information about the services & programs
• **What type of services & programs are available?**
• Describe each of the services & programs briefly

Page 5.0

**Contact Information**

Contact information
• **General contact information ie. / address, phone, fax, email**
• Who should someone contact for residency?
• Who should contact for job information?

Page 6.0

**Other Items**

Other information that should always be included
• **Disclaimer / terms & conditions of using the site and the information presented on the site.**

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To assist in this process please **see Worksheets** provided at the end of this document.

## 3.4 Writing & Editing the Content

Now that you have a site map and an outline of the information you would like to include on your site, you can proceed with writing the content. Writing the content will be the most time consuming portion of building your web presence.

Content can often be taken from existing sources of information, such as brochures or pamphlets or other materials that have already been produced for your facility. This way you can combine information you currently have with information you need to write/create. Additionally, working with content that is already being leveraged for other marketing pieces will ensure consistency in your message.

When writing content, it is best to keep it simple and keep it consistent.

*Some things to keep in mind:*

• Always remember **who is using this site!** (Grandparents, Kids, French/English)
• Keep it **simple,** no one likes to read a novel on the Internet
• **Highlight** important information
• Try using **lists,** they are easier to read on the computer screen

If you are unsure what content is needed, check out other web sites and industry to see what they have included.

When creating content for your web pages, remember to keep the information simple and clear. Writing for a web page is different than writing an article for a paper or magazine.

*We suggest that you…*

• **Draft** all content
• Revise
• **Write**
• Revise

In the end web content should have **50% of the word count** that you started with in the draft. Web users generally prefer writing that is **concise, easy to scan, and objective.**

> *Hint:* Content should be written in electronic format using a program such as Microsoft Word or WordPerfect. Create one document file for each page of your site, this makes it easier for the developer to insert the information in the various web pages.

**Step 2: Write**

### 3.4.1 Writing content for each Web Page

Each page will contain different kinds of information. The example provided below provides a listing of the information that needs to be gathered or created for the various web pages.

Remember to create one document per web page, save the file using the page name (e.g. homepage.doc).

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**Example:**

| Group/Navigation Names | | Content to be written |
|---|---|---|
| **Home Page** | ⟶ | Welcome message & introduction |
| **About our Facility** | ⟶ | Facility information (address, location, etc) |
| **Accommodations** | ⟶ | Accommodation information (options, costs, etc) |
| **Services & Programs** | ⟶ | Services & program information |
| **Contact Us** | ⟶ | Contact information for administrator, etc. |

---

**What content is needed for each page?**

Every page will require:

- **Page Name:** What is the page being visited, this appears in the top of the browser window.
  e.g. About this Facility

- **Meta Tags/Data:** information that describes the information that is found on the web page/file. This information does not appear on your web site for all users to see. It assists other developers and searchers to understand what is available on the web page. This is key information for search engines to help other users find your site! The two key pieces of Meta Data are:
  • Keywords
  • Description

- **Body Content:** The core pieces of content/information and images that will be displayed on your web site.

Begin the first of several drafts, reviewing and testing it with staff from your organization and individuals, such as friends, that are not familiar with your facility, to see if the flow of information is appropriate and easy to understand. Make revisions as required. Once you have written and tested your content it is ready to be handed to a developer for posting.

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*Note:* You will find that you may make additional changes to the content once you see it live on the site.

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To assist in this process please **see Worksheets** provided at the end of this document.

*Hint:* **How people read the web**

People rarely read Web pages word by word; instead, **they scan the page**, picking out individual words and sentences.

**Why?**

- **Reading from computer screens is tiring** for the eyes and slower than reading from paper.
- People want to feel that they are active when they are on the Web **by moving and clicking the mouse**
- Each page has to **compete with millions of other pages for the user's attention**

As a result, Web pages have to display **scannable text,** some insights on how to do this:

- highlighted **keywords** (hypertext links; typeface size and color)
- meaningful **sub-headings** (not "clever" ones)
- bulleted **lists**
- **one idea** per paragraph (catch users in the first few words)
- the **inverted pyramid style**, getting straight to the point with your audience by telling the users what your goal of the page content is first. (Conclusion first)
- **half the word count** (or less) than conventional writing

### 3.4.2 Reducing Future Maintenance of Content

Always keep in mind the information that is being presented will also need to be maintained. In keeping the information available on your web site well planned, it makes your pages easier to update. Also, be conscious of how things are written so there is less information to be updated or maintained in the future, for example all three of the following statements are correct.

1. There are 234 beds available
2. As of August 31, 2002 there are 234 beds available
3. There are over 225 beds available.

While the first statement requires you to update the information every time there is a change in the number of beds, the latter two statements indicate the availability of beds to varying degrees of specificity. In this example the latter two statements require less updating (e.g., less work to maintain!) You may be able to minimize the maintenance required for your web site, but there will be instances where information is expected to change (e.g. / Calendar of Events).

## 3.5 In Summary:

The "Identify" step is often referred to as the hardest part of building a web site. It can also be the most time consuming. This is because you have been working your way through:

- doing **research,**
- **identifying your users,**
- building the **site map,** and
- **writing the content.**

Now we are ready to proceed with the more creative side of building a web site, the Design!

# Step 3: Design

4

# Step 3: Design

## 4.1 What will it look like?

```
[PLAN] → [WRITE] → [DESIGN] — [BUILD] — [LAUNCH] — [MAINTAIN]
```
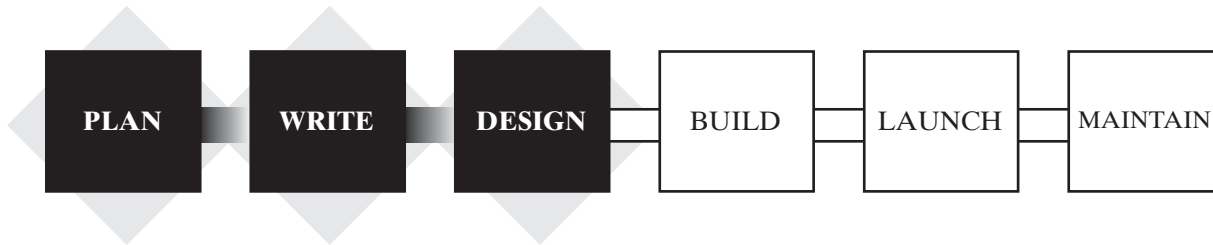
No matter how well organized and interesting your content, the way the information is presented will set the tone.

This means you will want to:

• keep the page layout consistent, including any logos, navigation and titles
• create a sense of continuity by repeating design elements (navigation, logos, etc.)
• make the home page inviting, not overwhelming
• ensure there is colour to liven up a page, but not too many colours that the page becomes hard on the eyes
• include photos or images to reinforce some of the information you are communicating, but not too many that they are distracting
• whenever possible include only those images that add value

As in the "Research and Plan" section, search the Internet and take a look at other web sites, making notes of elements you like and dislike, such as colours, layout, and pictures selected.

## 4.2 Choosing your layout

Web sites can have any number of layouts; these layouts are based on the positioning of the navigation; top navigation, left-side navigation, right-side navigation or any combination thereof. The more complex web sites usually have several different types of navigation and layout. When choosing the layout for your web site it is important to remember that you will be working with a 5-10 page web site and you will lean towards the use of either left-side or top navigation.

---

**Example: Two samples of simple web page layout**

**Left-Side Navigation**

| Site name | Header area | Logo |
|---|---|---|

| Home<br>Facility<br>Accommodations<br>Services<br>Contact us | TITLE<br>Body content |
|---|---|

| Footer Area |
|---|

**Top Navigation**

| Site name | Header area | Logo |
|---|---|---|

| Home | Facility | Accommodations | Services | Contact us |
|---|---|---|---|---|

TITLE

Body content

| Footer Area |
|---|

---
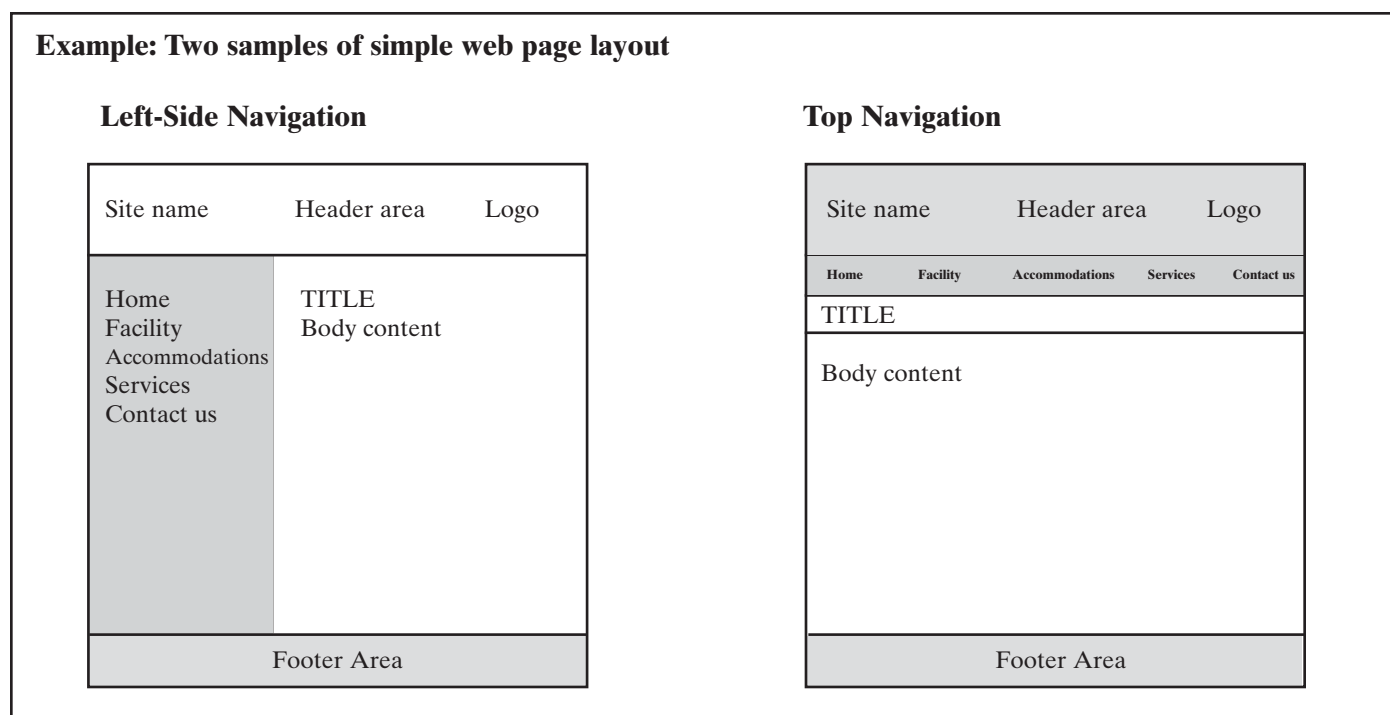
Once you have chosen the layout you prefer you will need to select the other basic elements that will be visible across your web site. These being:

**Logo**

This is the image or word mark that is used in marketing and promotional materials to represent your facility. You need to obtain a copy of this in digital format, preferably GIF, which is a graphical file format (Graphics Interchange Format – GIF). The file formats that are set up for the Web have the following endings in their name, e.g. picture.jpg, picture.gif or picture.png.

**Choosing Core Colours(s)**

While there is a rainbow of colours to choose from, you should try to choose no more than 3-4 colours for your site, this will be your colour scheme. These colours should reflect your facility, brand and industry.

**Primary colour:**   The colour typically used in the header and navigation areas

**Secondary colour:**   This compliments the primary colour, highlights the primary

**Alternate colour:**   This colour will be used to highlight text and emphasize elements within the body of the page. It is not required.

**Step 3: Design**

### Choosing a font for the text

The font is the text style of the content and information. Reading information on the web needs to be as clear and visible as possible. It should also be noted that many users print web pages to read detailed information or content that is interesting. While it has been found that Times New Roman 12point (<style><size>) is the optimal font style and size for most media such as pamphlets and brochures, this does not carry over to the Internet.

### Optimal fonts for the web include:

- Verdana  11pt
- Tahoma  11pt
- Arial      11pt

### Choosing photos / images

The inclusion of photos and images on the web site will often reinforce the message you are trying to get across, along with breaking up the content to ensure it is not overwhelming the user. Gather together any photos or images you would like to incorporate into the site.
Like logos, photos will need to be in electronic format to load them on a web site. The file formats that are set up for the Web have the following endings in their name, e.g. picture.jpg, picture.gif or picture.png.

### Some photos to consider including on your site may be:

- Facility buildings
- Grounds
- Accommodations
- People that work / live at the facility
- People participating in activities at the facility

If you only have these photos in print format, you may either scan them into digital format yourself or take them to a photo store where they should be able to scan a photo on your behalf. These photos do not need to be high-resolution, as such be sure to tell the service representative that you are using these images on the Internet.

> *Hint:* Photos that have large file sizes (e.g. 200K or more) may interfere with how quickly the page loads in a web browser. Try using lower resolution images and be cautious of how many are on one page.

## 4.3 In Summary:

You are off and running at this point! You have:
- created your site map and navigation buttons/headings
- written the content
- selected a layout
- chosen the colours and font
- acquired some photos or images that would enhance the information

You have now gathered all of the pieces that you will need to start the actual build / development of your web site. Since you have all of these pieces prepared beforehand you can ensure that the build process moves quickly and efficiently with little or no delay. You are now ready to proceed with building the site.

# Step 4:
# Build

5

# Step 4: Build

**PLAN** → **WRITE** → **DESIGN** → **BUILD** — LAUNCH — MAINTAIN
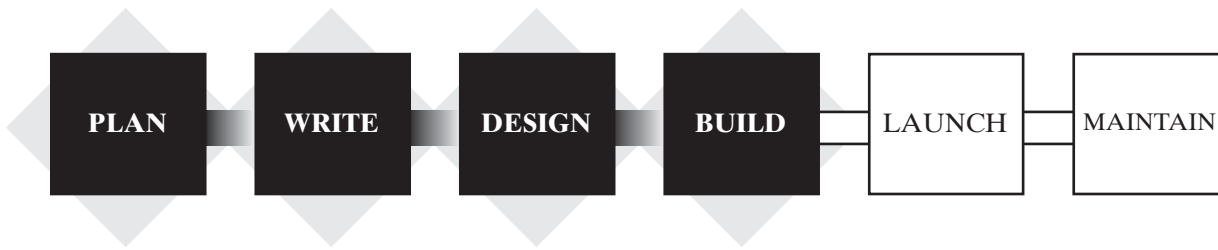
You have at this point gathered together all of the pieces you will need to begin building your web site. Building the web site means converting the actual content or information you have written, as well as the images and photos you have selected, into a format that is understandable by web browsers and the Internet.

**You can**
- build the site yourself, if you only have a few pages to create, or,
- hire a web developer to build it.

This section will walk you through both options.

When a web site is being built, the site is created as a draft site, also known as a development site. The site is on the Internet but is unavailable to the general public and only available to a small group of people that are involved in building the web site. The address or URL for this site is usually made up of numbers or undistinguishable text. This development site allows you to see all the web pages, content and images in their final format, before it is made available to the general public.

When the site has been reviewed and you have made all the necessary changes, it can then be made available to the general public. The development site address will then be replaced by the real address.

## 5.1 Build Options

**Option A: You build your web site using a template**

When building your own web site you may build it from scratch yourself, if you are familiar with web site development, or you can purchase a web template which has pre-defined navigation, headers, footers, and frames, where all you would need to do is put in your content, photos, logos, etc.  Unless you have been working with HTML or web development tools we recommend that you build your site using a web template.  As a result, this document will review the steps to building a site yourself using a template.

With this option, you can choose from a selection of templates, customize it with your own colours and incorporate your own content and images.  The only thing you require is access to the Internet.

How do you go about building your own web pages using a template?

• Find and purchase a template on the Internet
• Modify the template to suit your needs (e.g., colour, etc.)
• Insert your content, photos and logos
• Review/test the site and read the content to make sure it is all included
• And finally launch it (this step is covered in the next section).

**Option B: You get someone to build your web site**

This option is for organizations that are interested in building a site from scratch and do not have the expertise to do it themselves.  This is the more expensive option, as you will need to hire a developer to build the site for you.  The developer will design and program the web pages to your exact specifications incorporating the images and content that you have prepared.

How do you go about finding a partner to help you build your web site?

• Find someone that understands the Internet and how to program
• Get an estimate
• Hire the developer
• Provide the developer with your:
    • Site Map
    • Content
    • Design
    • Photos/Images
    • Logos
    • Colours
• THEY build the web-ready pages
• Review the site and read the content to make sure it is all included
• And finally launch it (this step is covered in the next section).

**Step 4: Build**

# 5.2 Option A: Build Your Own Web Site

Even if you have only surfed the Net a few times, building a site from a template is relatively easy. Building your site, or "developing" as it is often called, involves the following steps.

1. Creating or finding a template which you will use for each of your pages
2. Modifying the template to suit your needs
3. Inserting the content, photos and logos
4. Finally, reviewing/testing the site and reading the content to make sure everything has been included.

Before we proceed with the steps let's review some basic elements of Web design.

---

**Web Page 101 / Site Building Basics**

**What is a template?**
It is a document that already has a pre-designed web site framework (header, footer, navigation, etc) that you can manipulate (colours, etc). In building your site using a template you will select an appropriate template from a variety of options, modify it and then make copies of this page to use it for each of the web pages of your site.

**What exactly are web-ready pages?**
Templates are essentially web-ready pages. Web-ready pages are pages that are built using a certain type of code that can be read by an Internet browser (Browser = Internet Explorer or Netscape Navigator). This code is called HTML.

**What is HTML?**
HyperText Markup Language (HTML) is the language of the web. HTML provides information to the web browser (Internet Explorer or Netscape Navigator) so that the page can be appropriately seen on your computer. HTML is the base for all other languages you may encounter when building and designing web pages (e.g./ ASP, DHTML).

This may sound complicated, but it is really rather easy to learn.

When you are looking at web pages what you are really looking at is HTML files. In fact you can view the HTML code of any web site by selecting View Source from your browsers file menu.

Some templates require that you understand HTML: others do not. Either way, it is always helpful to gain an understanding of some basic HTML and how it works. We have included a brief introduction to some HTML Snippets in the Appendices for you to reference.

---

### 5.2.1. Finding a Template

Now that you are acquainted with web basics, to get started you will need to assemble all the items we have covered in the previous sections (content, site map, photos, etc.).  Then you will need to go on the Internet and purchase a template. Please refer to the Appendices for a listing of sites to purchase a template from, or you can search the Internet under the term "Web Templates".

Remember a template is pre-designed framework that will allow you to simply insert the title, content and photos for each page you need for your web site.  Web developers build these templates.

In searching the Internet you will come across web sites that have a variety of templates to choose from. Select a template that best suits the tone and feel of your business and is simple and professional looking.

Templates allow you to use your own colours, insert your own logo and images.  In your search for web templates you will find that some web sites offer free or low-cost templates that you can:

    i. customize using HTML or a web editor, or
    ii. customize with the use of a "Wizard" which does not require the use of HTML.

Regardless of which kind of template you select, make sure that the web site where you purchase the template provides detailed instructions on how to make changes to the design and insert your information.

A listing of web sites for both types of templates (HTML Template and Wizard Template) can be found in the Appendices.

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*Remember:*  The web is a global resource.  If you find a resource online, be sure you are aware of the terms & conditions of usage as well as the currency that is applicable.

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**Step 4: Build**

### i) Templates using HTML

These types of templates are the most common. When you have found a template that you like and complete your purchase you will, at minimum, be given a single web page template that can then be copied into as many pages as you need for your web site.

You will want to ensure that it is an HTML Template that you can easily make changes to it yourself. Make sure the Template you are purchasing provides some basic instructions on how to modify the template to suit your needs. This includes how to change the colour of the border, insert navigation and where to include your content.

If you are going to work with HTML, you will need a web page editor. A web page editor is a program that allows you to create and edit web pages in HTML. There are two basic types of Web page editors. There are text editors, for example Note Pad, and WYSIWYG editors, for example FrontPage and Dreamweaver.

A WYSIWYG is an editor that allows you to create a Web page without using HTML. WYSIWYG stands for "What You See Is What You Get" and that's exactly what it is. You create your page using a graphical interface instead of HTML, seeing exactly what it will look like. They are easy to use and can help you create a web page rapidly.

Web page editors can be found and downloaded via the Internet, and some suggestions have been included in the Appendices.

When using a web template that can be customized through HTML or a web page editor, you are in charge of all of the colours. So if the template isn't the correct colour, don't worry, it can be changed!

### ii) Templates that use a Wizard

Templates with Wizards enable you to create a web site without having to know any HTML. These Wizards are web-based, which means they can be used only when you are connected to the Internet. These types of templates make it possible to create your entire web site by cutting and pasting your content, titles and images. Wizards take you step-by-step through the entire process of creating Web pages.

Some of these services may require you to decide on the URL (address) for your site before you purchase the template. They may also include hosting services for your web site as a package cost. (Information on hosting is available in the next section).

## 5.2.2 Modifying the Template

As each template provider has different instructions to follow to create web pages, we are unable to go into specific details in this document (instructions on creating the web page will be provided when you purchase a template). However, whichever type of template you choose to work with, you will be modifying the template to suit your needs. These modifications may include:

- **changing the colour** of the border
- inserting the names of the sections and pages of your site in the **navigation**
- making a **copy of the template** for each of the web pages you need

If you are using a Wizard you will not need to make copies of the template, but you will need to identify each of the pages you would like on your web site.

- each web page you need should be apparent in your Site Map
- when saving a web page it should be saved with an appropriate and logical filename. For example: content for the Accommodations page should be named **accommodations.html**

*Note:* Hints and Tips on how to make these changes should be provided to you when you purchase your template or through the Wizard.

## 5.2.3 Inserting your Content, Photos and Logos

Inserting your content should at this time be rather quick and easy if you have planned and prepared all of the information in advance. Inserting content into a template is very much like cutting and pasting content in a word processing system like Microsoft Word or WordPerfect.

This may require some use of HTML to format text, display images or create links. Some resources that can give you more help on how to use HTML are provided in the Appendices.

**Step 4: Build**

### 5.2.4 Review/Test the Site

After all of the content, photos and logos have been inserted into the web pages you will want to review each of the pages to ensure they look the way you intended. These pages should be clear and easy to read for a user, without any spelling mistakes. Feel free to make modifications or simplify the information you are presenting to users at this time.

Once you are satisfied with your web pages you need to test them with an Internet browser to see if the site appears as it should on the Internet.

If you have used a template wizard to create your web pages you will not need to test the site using your Internet browser as the site is already being viewed through a browser. However, if you have created the site using an HTML template or have created the site yourself, you will have been working on your local machine.Therefore you will need to see how the pages you have created will be viewed through a web browser.

In this case, when the web files are stored on your own machine, you need only to open these pages in a web browser. You do not need to connect to the Internet, the browser will interpret HTML whether it is connected to the Internet or not.

This testing includes ensuring that the navigation links function properly and links the user through to the appropriate page. If the web browser has any difficulties interpreting a page an error will be displayed.

**To view your pages in a web browser:**

• Open a web browser (Netscape, Internet Explorer)
• Select **File**
• Select **Open**
• Then open the home page file of your web site

> *Note:* If you have been working on your web site on your local machine you do not need to connect to the Internet to open these pages.

If you encounter problems, you will need to fix the problem before launching the site. To do this you would open the web page using either the HTML editor or with the wizard, make the appropriate changes and then re-save the file. To ensure the error is corrected open the page in a web browser again.

This sort of testing can be done on your own personal computer and it is often a good idea to ask others to help you test!

It is also a good idea to check your web site by viewing it in a number of different browsers, using different computers if possible.

## 5.3 Option B:  Get Someone To Build Your Web Site

### 5.3.1 Overview

In this option you will be working with an individual or company that will build your web site for you. However, because you have planned your web site and prepared all of the information in advance you will have reduced your costs of working with a developer significantly.

Here are some things that you will need to do when looking for the services of an outside programmer:

1.  Find an individual or company to help you build your web site

2.  Once you have hired a programmer, be sure to give them all the information you need on your web site. This includes:

    • Site Map
    • Content
    • Layout / Design
    • Photos / Images
    • Logos
    • Colours

3.  THEY build the web-ready pages

4.  You review/test the site and read the content to make sure it is correct

### 5.3.2 Finding an Individual or Company

Working with an outside individual or company can alleviate much of the pressure to understand or learn HTML, though it does introduce the need to find and evaluate the qualifications of this partner as well as the costs.  Web site developers/programmers may cost anywhere from $10 - $200 per hour depending on your geographic location and the level of skill of the programmer.

Before coming to an agreement be sure to:

• Get some examples of previous projects that this programmer has worked on.
• Get an estimate on how long it will take to build your web site and how much it will cost.  They will need  a copy of the site map and the creative design (sketches) that you are looking to have built.

Some suggested questions to ask before selecting your web site development partner have been included in the Appendices.

> *Note:* This partner may also be able to assist in locating a hosting facility, launching and maintaining your web site.

**Step 4: Build**

**Where do you find a programmer?**

You may find the people that offer these services listed in your local telephone directory, on the Internet or by word of mouth. Here are a few suggestions:

- Check your local listings
- Search the Internet
- Word of mouth

These services may be found under a few different headings, some suggestions to start off with are:

- Web or Internet Development
- Web or Internet Programmer
- Web Site Developer/Designer

**Don't forget – upon locating a company or individual, you should always qualify their skills and get an estimate before you build.** See the Appendices for some hints on what questions to ask.

Sometimes those that are helping you build your web site also offer **hosting and maintenance services,** including buying an URL address. See the "Launch and Maintain" sections, for more information.

### 5.3.3 The developer builds the pages

After selecting a developer and determining the terms and conditions of the work to be done, you will need to provide them with all of the information you have prepared to build your web site, this includes:

• Site Map
• Content
• Layout / Design
• Photos / Images
• Logos
• Colour preferences

The developer may request additional information or they may provide you with some added-value feedback on the information you have prepared to date. All of this information should enable them to build the web-ready pages for you, and allow you to review these pages and make minor modifications. Once the site is built it is ready to be reviewed and tested.

## 5.4 Review/Test the Site

After all of the content, photos and logos have been inserted into the web pages you will want to review each of the pages to ensure they look the way you intended. These pages should be clear and easy to read for a user, without any spelling mistakes.

Testing involves reviewing each of the pages using a web browser and ensuring that the pages are interpreted correctly and accurately by a web browser. This includes ensuring that the navigation links function properly and link the user through to the appropriate page. If the web browser has any difficulties interpreting a page an error will be displayed.

The developer should be able to provide you with a location to review and test your web site before it is launched. It is often a good idea to ask others to help you test!

## 5.5 In Summary:

You have either hired a developer or have built the site yourself using a template. Either way you have a web site that is ready to be launched to the Internet. This is the process of moving a web site from a development environment to a production or live environment, where the general public can view and access the information you have made available.

Launching a web site is covered in the next section.

# Step 5:
# Launch

6

# Step 5: Launch

PLAN — WRITE — DESIGN — BUILD — LAUNCH — MAINTAIN
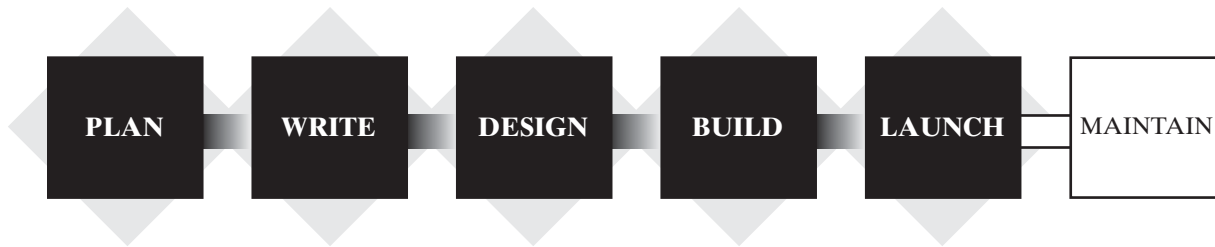
At this time you have completed the most challenging part of a web site, the building process.  There are only two steps to go to make it available on the Internet:

• Choose a name & address (URL) for your site
• Arrange a place to host your web site

## 6.1 Choosing an address (URL) for your site

A web site address or URL is made up of two components: a general name and a domain name.  For example in www.ltccareers.com, the word "ltccareers" is the general name (e.g. organization name) and the ".com" is the domain name.   When selecting the name for your site you will need to look at both components, and like your postal address every web site address must be unique.

The name of your web site should be reflective of your company/facility name.  To find out whether the address you have in mind is already in use by another site go on the Internet and simply type the address in and see what shows up.  If you get an error message from your Internet browser that it was unable to find the site, chances are the address is available.  If the address is in use by another site, you can try changing the domain name then check and see if that name is available.

### Remember, every web site address (URL) must be unique!

**Example:**
For example if you have decided on the name e.g. www.facility.com and have discovered that the name is already in use, change the domain ending e.g. www, facility.ca and then do another search to see if that address is available.

Once you have identified a name, the next step is to visit the Canadian Internet Registration Authority (CIRA) web site. As the CIRA web site manages and references Canadian Domain Names (e.g. www.facility name.ca), it will only allow you to register and search on ".ca" names. However, they do list companies which will allow you to search and register domain names other than ".ca". The cost for registering your name for a 2-year period is approx. $70-100 CDN.  Registering is done on the Internet by visiting the CIRA site.

> **To register go to:  www.cira.ca**
>
> • When you are in the home page click on "Register a New Dot-Ca Domain Name" and follow the instructions.
> • Register your name with one of the registration companies listed on the site.

## 6.2 Selecting a place to Host your web site

Web sites are loaded and hosted on computers.  Although a web site can be hosted on a user's computer, it is not recommended as most users do not have sufficient memory (i.e., hard disc space) to store the files and the computer must be "on" 24-hours a day for users around the world to access the site.  It is best to host your web site with a Hosting Service that has the appropriate infrastructure and expertise to deal immediately with technical issues that may arise.

### Where do I start looking for a host?

You may check your local listings to find a web hosting service near you, or you may have already arranged for hosting with:

• a programmer that has helped you build your site,
• a company that you may have purchased a template from or
• the company through which you registered your domain name.

In any case you should always ensure that the company is stable, cost-effective and customer-focused. There are some questions you may want to ask before you select your hosting service in the Appendices.

### How much does hosting cost?

Hosting can cost approximately $15-$200+ per month for a web site that has 5-20 pages, an e-mail address and no complex functionality.  Be sure to get an estimate for hosting before you select a vendor.

### What about e-mail?

Once you have your site up it is useful to have a general e-mail for your facility that is similar to your site address, such as info@facility.ca .  Most web hosting services provide several e-mail accounts with your service.

**Step 5: Launch**

**What happens after I have chosen a hosting facility?**

After you sign up as a member, you will be provided with detailed instructions on how to set up your site. Most hosting companies provide a "members" page on their web site, from which members can log in to administer their own accounts.

Depending upon the hosting facility, you may be asked to send them:

• the Web Site Address (Domain Name / URL) you have registered
• the Web Pages you have created (remember to keep a copy of your pages on your own computer) by file upload or FTP (file transfer protocol).

From the time that your web site is uploaded to the host provider's server to when people can view your web site, it may take some time for your host to associate your web site files with your URL.

## 6.3 In Summary:

So this is it – well, not quite. At this time you have **identified**, **designed, built** and **launched** your web site. Your information is now available for the public to access through the Internet.

While this is a great milestone it doesn't end here. Your web site will need regular maintenance, just like your house. Every once in a while you will need to make changes or add new information. The next section will review how to carry out maintenance on your site.

# Step 6: Maintain

7

# Step 6: Maintain

| PLAN | WRITE | DESIGN | BUILD | LAUNCH | MAINTAIN |
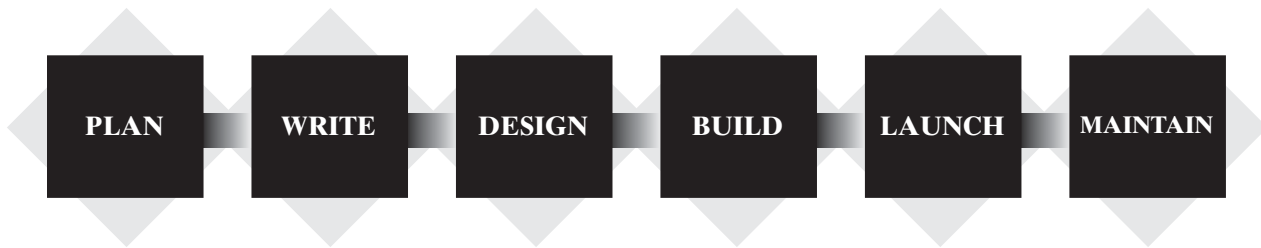
## 7.1 How do I maintain this?

Maintenance essentially entails making sure that the information on your web site remains current and relevant.   The information you provide on your site reflects your organization.  It is important to always maintain its accuracy and timeliness.

**How much will this cost?**

The time and effort required to maintain a site is directly related to the number of pages and the type of the information you have provided. For a small site, this can take as little as two or three hours a month. If you know HTML, the cost would be minimal.

---

*Example:*

**Calendar of Events:**  This will need to be updated on a regular basis unless you can predict accurately the date, time and location of events up to a year in advance.
**Static Content:** This content may only need to be reviewed once or twice a year.

---

Maintenance on a large site can be time consuming, so incorporate the cost of continuing maintenance into your budget. If you worked with a web developer to build your site, see if he/she can help with the maintenance. Working on your site with the same people throughout will ensure consistency.

## 7.2 Who does the maintenance?

Maintenance of web site content, pages and graphics may be done either by yourself, by a developer or by your web site hosting and service provider. Changes or edits to a site are done by either modifying the site directly or modifying the web ready pages that are saved on a local (development) machine.

**Hosting/Service Provider:** Your hosting or service provider may offer you these services on a per diem or hourly basis. If this is the case be sure to either set a budget beforehand or request a quote before each change is made. To make the changes simply let them know what you would like changed and they will make the changes for you.

**Developer:** If you have engaged a developer to build the site, you may enlist their services again to make the changes. Be sure to either set a budget beforehand or request a quote before each change is made. To make the changes simply let them know what you would like changed and they will make the changes for you. Once the changes have been made, upload (FTP) the newer version to your hosting service.

**Yourself:** It is recommended that you keep a copy of the web pages on your local computer regardless of how the pages were created.

The hosting provider may allow you to make changes to your site directly. If this is the case they will provide instructions on how and where to make changes yourself. If they do not allow changes to be made directly on the live site, you will need to make the changes to the web pages that have been saved to your computer and then upload the newer version to your hosting service.

Using a template wizard: if you have created your web pages using a template wizard. Simply go to the Internet site where you create the pages using the wizard and make the changes. Save the files and upload the newer version to your hosting service.

Using an HTML template: if you have a template that was created using HTML, retrieve the web pages that are saved on your computer and make the changes. Save the files and upload the newer version to your hosting service.

If you developed it yourself: If you have created the site yourself on your computer, simply make the changes to the web pages you have created on your local computer and upload the newer version to your hosting service.

# Summary of Steps

8

# 8.0 Summary of Steps

| PLAN | WRITE | DESIGN | BUILD | LAUNCH | MAINTAIN |
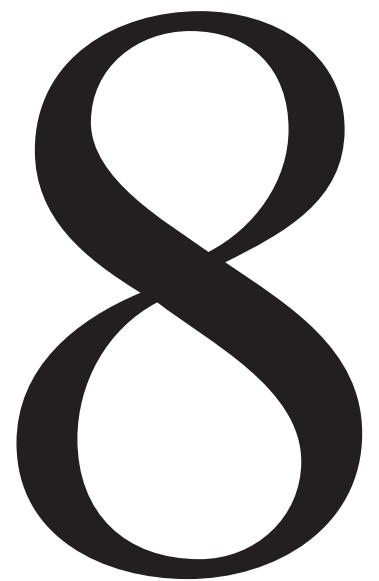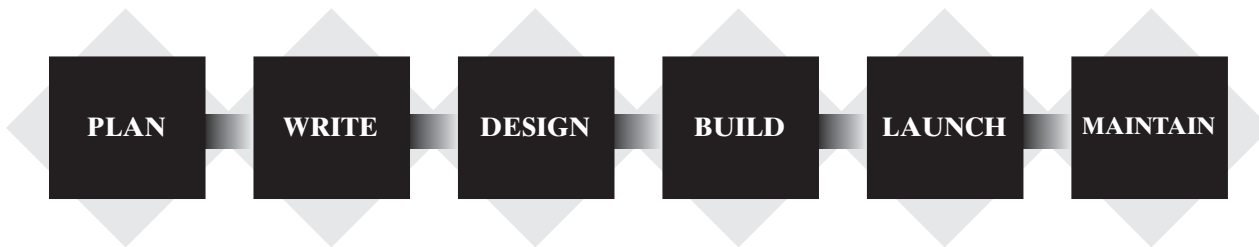
Step 1: **Research** and **Plan**

- Research other web sites
- Identify your audience

Step 2: **Identify** and **Write** what will be on your web site

- Identify and group the information required
- Create a Site Map
- Write the Content

Step 3: **Design** what your web site will look like

- Select the Layout and navigation
- Select colours
- Select fonts
- Obtain logo, photos and images

Step 4: **Build,** put all the pieces together

- Build it yourself or locate a company/individual to help you or use a template
- Incorporate all of the content and images

Step 5: **Launch** it on the Web

- Purchase your domain name, URL
- Choose a web host and provide/upload your web pages to them
- Launch your web site

Step 6: **Maintain** it

- Understand your maintenance requirements, how often you want/need to update you site
- Make changes and upload your files to your hosting service server.

# Appendices

9

# 9.0 Appendices

# Appendices

## 9.1 Common Internet Terms *

### 9.1.1. Online Sources of Internet Terminology and Definitions

For example common Internet and technical terminology and definitions can be found at:

- What is.com:  http://www.what is.com

- PC Webopaedia, Information Technology dictionary  http://www.pcwebopaedia.com

- One Look Dictionaries allows you to try several dictionaries at once http://www.onelook.com

- Free On-Line Dictionary of Computing, one of the largest computing dictionaries
  http://wombat.doc.ic.ac.uk

- TechEncyclopedia, Information Technology encyclopedia by Alan Freedman
  http://www.techencyclopedia.com

- Glossary of Internet Terms by Matisse Enzer  http://www.matisse.net/files/glossary.html

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* Subject to the disclaimer, terms & conditions.

## Appendices

### 9.1.2 Glossary of Terms

> **Please note:** The following is a list of frequently used Internet Terms. The list is not an exhaustive list of terms and is provided subject to our disclaimer.

**Browser**
A browser is the window to the Internet. It is the tool that people use to look at web pages. The browser program acts as a translator of data so that you can easily read the web sites you are visiting. The three most common browsers used are: Netscape, Microsoft Explorer and AOL.

**Browser Window**
Web site pages are viewed through a web browser window. This window includes some basic navigation and tools to assist the user when browsing the web. This area also includes the address/URL line.

**Design**
The presentation of information, images and navigation on a web page. Design also includes such elements as colour and font.

**Domain Name**
A web site address or URL is made up of two components: a general name and a domain name. For example in www.ltccareers.com, the extension at the end is called a domain. Each country around the world has an assigned domain. (e.g. Canada = *.ca).

## Appendices

**Footer**
The footer is found at the bottom of the page and tells the user they have reached the end of the page, as some pages are longer than the computer screen. The footer also includes some navigation buttons for standard links such "contact us", "site map", "copyright" or "disclaimer".

**Header**
A header is found at the top part of the page and usually identifies the name of the site, or the company or organization of the site. This space also typically includes the company name, a logo and/or an image.

**HTML**
**H**yper**T**ext **M**arkup **L**anguage (HTML) is the language of the web. HTML provides information, content and images to the web browser (Internet Explorer or Netscape Navigator) so that the page can be appropriately seen on your computer. HTML is the base for all other languages you may encounter when building and designing web pages (e.g. ASP, DHTML).

**Internet**
The Internet is a very large group of computers that are connected through wires/cables such as the telephone or cable. Because the computers are connected, information can be sent back and forth between them. The Internet, because it is available and accessible to anyone around the world, it is also known as the World Wide Web (WWW) or, for short "the Web" or also "the Net".

| | |
|---|---|
| **Internet Service Provider (ISP)** | ISPs are companies that provide the telephone/cable lines and the Internet server, for example Bell Sympatico or Rogers. This makes up the communications infrastructure, allowing the user to access information or web sites on other machines. |
| **Images** | Photos, pictures or illustrations that are displayed on the web site. These will often reinforce the message you are trying to get across. Images may come in the following file formats that are set up for the Web, e.g. picture.jpg, picture.gif or picture.png. |
| **Navigation** | The navigation is made up of buttons or links to other pages in the site. Consequently it acts as a table of contents for the site and tells the users, in very simple terms, what information is available. Navigation does not always appear at the top, it may appear on the left or right of the page or in a combination of these options. |
| **Search Engine** | A search engine is a web site on the Internet that allows users to enter words that then search a database or directory that will identify or describe the site(s), subject or information they are looking for. |
| **Site Map** | A site map is a means through which to display how content is organized. This can be arranged and presented visually or text-based, like a table of contents with sub headings. |
| **Uniform Resource Locator** | A URL simply put is the name and address of a web site. Addresses are unique for every web site and are made up of letters much like a street address and postal code, e.g. www.ltccareers.ca, which is the address for Long-Term Care Careers site. |
| **Users/ Audience** | The individuals that visit the web site looking for information or services. |
| **Web Host** | A computer that is hosting a web site. This computer is "on" 24-hours a day for users around the world and has the appropriate infrastructure (machinery and technology) and team of experts to deal immediately with any technical issues that may arise. |
| **Web Page/File** | A web page is a file that includes all the information you want to communicate to your users. These files, like word processing documents also allow you to format the text (red, bold, etc.) and include pictures. |

**Appendices**

**Web Site**  A web site is a group of files stored on a computer with information that is organized in the same way as a book with pages grouped by sections.  Some sites have one page and others have many pages.

**Web Template**  A web page/file that is built by another individual and includes the basic programming for a web page such as colours, navigation, headers, footers, and frames.  This template can be copied multiple times to accommodate all pages of a web site and can be modified to suit individual needs.

**World Wide Web (www)**  See Internet.

## 9.2 Sample Long-Term Care Facility Web Site(s) *

Here is a quick look at some Facility, Health and Long-Term Care Web sites from countries other than Canada:

**Australia:**

- Riverside Gardens Estate:          http://www.retireriverside.com/home.htm
- Fini Villages:          http://www.finivillages.com.au/optionsmain.htm
- Mandurah Retirement Village:          http://www.mandurahretirementvillage.com.au/profile.htm

**UK:**

- BrendonCare Group:          http://www.brendoncare.org.uk
- Newlyn Court:          http://www.newlyn-court.co.uk


**\* Subject to the disclaimer, terms & conditions.**

## 9.3 Cost Overview*

Costs for the design, development and hosting of a web site will vary and is based on the size of the site (amount of content), the complexity of the site (if there is a database of information) and if it requires a lot of ongoing maintenance.

| Item | Cost |
|---|---|
| **Web Site Development**<br>A) HTML Template/Wizard<br>B) Professional Developer | A) Approximately $10 - $200, one-time cost<br>B) Rates for professional developers will vary based on their level of expertise and experience, anywhere from $10 - $200+/hour. |
| **URL / Web site address** | Approx. $50 – $100 every 2 years** |
| **Web Hosting Service**<br>(Static, no database, including at least one e-mail address) | Approx. $15 – $200 per month** |
| **Maintenance** | Approx. 2-5+ hours per month** |

**\* Subject to the disclaimer, terms & conditions**
**\*\* The costs and rates identified are to be used as a guide. Costs and time estimates will vary. Costs and rates, identified in December, 2002.**

## 9.4 Domain Names *

The Canadian Internet Registration Authority (CIRA) is the official governing body for domain names in Canada.  As the CIRA web site manages and references Canadian Domain Names (e.g. www.facility name.ca), it will only allow you to register and search on ".ca" names. However, they do list companies which will allow you to search and register domain names other than ".ca".  By visiting http://www.cira.ca you can locate a certified CIRA registrar.

**\* Subject to the disclaimer, terms & conditions.**

## 9.5 Finding a Web Template*

> **Please note:** The following is a list of "template" web sites links that offer pre-defined templates. The list is not an exhaustive list of available template web sites and is provided subject to our disclaimer.

The template links listed below represent a collection compiled with the following criteria - Canadian based, under $100.

### 9.5.1 Web Templates that require a web editor:

- Ontario Web        http://templates.ontarioweb.ca/
- Digital Graphics        http://www.digitalgraphics.ca/products.htm
- I-Net Host        http://www.inet-host.com/

### 9.5.2 Templates that use a Wizard:

- Canadian Prewired        http://canadian.prewired.com/main/signup?design=1&plan=canplana

Approximately $32.95 CDN per month plus taxes. More complex sites and those that require e-commerce will cost more.

- Yahoo Canada        http://webhosting.yahoo.com/ps/wh/prod/p1.html

Approximately $20 CDN per month for a 5-10 page static web site. More complex sites and those that require e-commerce will cost more.

**\* Subject to the disclaimer, terms & conditions.**

# 9.6 HTML Fundamentals*

The following are some of the fundamentals to writing HTML. HTML makes use of "Tags", which are commands that tell the web browser what information to display and how to display it (e.g. Bold). These tags always appear in brackets and have what is called and Opening Tag, <b>, and a Closing Tag </b>. The text, image or element that is being formatted always appears between these Tags.

<div align="center">

**<b>This text appears bolded</b>**

</div>

## 9.6.1 Commonly used HTML tags

Here we have displayed some of the commonly used Tags.

• Highlighted text is content that will be modified / customized based on your development.

| | |
|---|---|
| **Web File Format** | Web Files are built based on HTML and it must be identified to the web browser when HTML begins and ends. As such, opening and closing Tags are required for every web page that state.<br><br>The web page is beginning = <HTML><br>The web page is ending = </HTML><br><br>To get started on a new web page, the basic Tags are required. All of the content that you would like to appear on a page goes in between these Tags. Content that is used for behind the scenes instructions and Meta Data is placed between the <HEAD> Tags. Content that appears on the web page for the user should only be inserted between the <BODY> tags of a web file.<br><br><HTML><br><HEAD><br>    **<TITLE>Name of the Page**</TITLE><br>    **Insert Meta Tags**<br></HEAD><br><BODY><br>    **All information and content to appear on the page is to be insert ed between the Body Tags.**<br></BODY><br></HTML> |
| **Adding Content** | Content that appears on the web page for the user should only be inserted between the <BODY> tags of a web file. Content that has no formatting (bolded or italics) can be placed directly in this area.<br><br><BODY><br>    **General Text that you would like to appear**<br>    **<b>Bolded Text</b>**<br>    **<I>Italicized Text</I>**<br></BODY> |

| | |
|---|---|
| **Adding Pictures** | Images also need to be surrounded by HTML tags.  Because images are saved and stored as their own unique file, these tags are more detailed.  In these Tags you need to describe:<br><br>• The command to link and the name of the image file<br>e.g./ <A HREF="ImageFileName.gif"><br>• where the image is being stored<br>e.g./ <img src="FilePath"><br>• the size of the image<br>i.e./ height="27", width="29"<br>• other details such as if there should be a border on the image or if you would like to describe the image using words<br>i.e./ alt="LTC Careers", border="0"<br><br>To put all of that together, here is what the Tag should look like for including an image (be cautious of the spaces!):<br><br><A  HREF="**ImageFileName.gif**"><img  src=**"FilePath"**  alt=**"RolloverText"** width="27" height=**"29"** border=**"0"**></A> |
| **Changing Colours** | To change the colour of text you will surround the text with what is called a Font Tag.  The code that appears in quotes represents the colour of the text. The first 2 digits are for red, second 2 digits are for green and the last 2 digits are for blue.  00 represents no colour and FF represents a lot of colour. The structure for the color scheme is rather confusing, and it forces those working with HTML to work with six digital (hexadecimal) numbers or RGB numbers (RedGreenBlue) rather than simply choosing colors. Many web editors allow you to choose a color from a palette rather than having to work with these numbers.<br><br><font color=**"FF0000">RED**</font><br><font color=**"00FF00">GREEN**</font><br><font color=**"0000FF">BLUE**</font><br><br>Note: "FFFFFF"=White and "000000"=Black |
| **Creating Links** | Creating a link is very much like adding content, a picture or changing colours. The text that is to become the link will be surrounded by a Link Tag, <A HREF="link"></A>.  The words that appear in the middle of the Tag will be visible on your web page as a link and allow a user to select that text to link through to another web page/file.<br><br>Example:<br>This is a link to the <A HREF=**"contactus.html"**>Contact Us</A> page.<br><br>We have included two things here: 1) identified the 'clickable word'; and, 2) the file that it is linked to. The Hyper text link will look like this to the average user:<br><br>This is a link to the Contact Us page |

**\*Subject to the disclaimer, terms and conditions**

**Appendices**

### 9.6.2 Guides to HTML*

> **Please note:** The following is a list of web sites links that offer information and instructions to understand and work with HTML. The list is not an exhaustive list of available web sites and is provided subject to our disclaimer.

- **Tucows Developers Resource**
http://html.tucows.com/

- **Novice News**
http://www.novicenews.com/

- **Web Builder 101**
http://www.webbuilder101.com/

- **A beginner's guide to HTML**
http://archive.ncsa.uiuc.edu/General/Internet/WWW/HTMLPrimer.html

**\* Subject to the disclaimer, terms & conditions.**

## 9.7 Considerations When Selecting a Development Partner or Programmer

Here are a few quick questions you should ask an individual/company that you are thinking about working with to build your web site.

**What sort of work does this company focus on? Web design, e-commerce, other?**

Make sure you are looking at a company that will help you grow in the direction you need. You want to find a development partner that will help you build and maintain a site that is in your best interest.

**What other clients have you done work for? What are the URLs?**

This is a good way to review the **quality of work** product that the company or individual can deliver on as well as the **type of clients** that they work with. Make sure you are comfortable with the style and quality of work you are seeing before you go any further.

**Get an estimate**

Find out how much it would **cost to build your web site** before you sign any agreements. To get an accurate estimate you will have to give them a good summary of what you are looking to build. Information you may want to provide will include your **Site Map, Content, Design** and **Budget** expectations. The more information they have the more accurate the quote will be. Don't forget to find out any **Terms & conditions** and be sure to get the estimate in writing.

**How long would it take to build my web site? Elapsed time & actual time**

Included in the estimate should be a general timeline for how long it will take to build the web site and how many hours of work will be required. These will be two different numbers but they will give you an idea of the work required and when your site will be ready.

> **Example: Site Development will take 16 hours over a 4-week period.**
>
> Therefore if the rates are $50 per hour you know this will cost you $800 and will be ready 4 weeks from when the developer starts.

**What are the rates?**

Get an outline of the rates. There may be different rates that would be charged for different type of work or resources.

> **Example: There may be different rates for creating images vs. making content changes.**
>
> Make sure you know the hourly or per diem rates to help manage your budget. This will also be useful if you would like to have this company or individually help you with web site maintenance.

## 9.8 Considerations When Selecting a Hosting Service

Here are some questions you should ask when arranging hosting.

**Ask for a general overview of the company**

You are going to be presenting your business information online. Take the time to ensure the company that is housing your web site is not only reputable and professional, but that it will be available years from now.

**How fast and dependable is their connection to the Internet?**

It would be unfortunate to build a site and then have your users getting frustrated trying to find information on your site or complaining that they could not access the web site because it was either too slow or unavailable. To prevent this, the hosting service you select should have at least two high-speed connections to the Internet (T1).

**What sort of services and support do they provide?**

Do they have people available and the server being monitored 24 hours a day, 7 days a week (24/7)? Or is their customer service and technology team only available on a limited basis, i.e. 5-days a week, during regular business hours. You want to be sure that there is someone available if/when you ever have questions or concerns and to monitor your site.

Also, find out what other services they offer, quite often statistical services are offered to help you understand who and how many people are visiting your web site.

**URL and Domain Service**

Technology enables people to access your site in many ways. Just because you are hosting this site with a hosting service, does not mean you need to incorporate either the name or logo of the hosting company into your URL or web site. Make sure they allow you to host you web site using YOUR address (URL). This web site represents your business and your brand, therefore you shouldn't have to use their name in your address.

i.e. www.hostingcompanyname.ca/facility name  = NO
    www.facility name.ca = YES

**How can you update your web site and pages?**

FTP access, File Transfer Protocol is the most common way to update pages. This is how you access the file system on another computer across the Internet. This allows you to create any pages for the web page on your computer and then send it back to the host. This allows you to update files that appear on your 'live' web site when it is located at a Hosting Facility.

**What sort of security and virus protection do they have?**

You need to ensure that your information is safe from people breaking into your site and changing your information, a.k.a. hackers. Have the provider outline what sort of measures they are taking to prevent this from happening. You should also ensure that there is protection from viruses that could damage your web site.

# Worksheets

# 10

# 10.0 Worksheets

# Worksheets

## 10.1 Identify Your Audience

| Who will be visiting your site? | What information are they looking for? (general & specific) |
|---|---|
| **Example:**<br><br>Elderly | Looking for a long-term care facility.<br><br>• Where is the facility?<br>• What services does the facility offer?<br>• What accommodations are available?<br>• What does it look like?<br>• How much does it cost?<br>• Who can I talk to for more information? |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

# 10.2 Listing & Grouping Content

## 10.2.1 Content List

| Content | Describe (if required) |
|---|---|
| **Examples:**<br><br>• Where is the facility?<br>• What does it look like?<br>• Who owns the facility? | • Describe the location & directions to the Facility<br>• Size, style of facility (home-like/apartment), grounds<br>• Owned and managed by… |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

## 10.2.2 Content Grouping

| Group Heading | Content |
|---|---|
| **Example:**<br><br>About the Facility | • Where is the facility?<br>• What does it look like?<br>• Who owns the facility? |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

**Worksheets**

# 10.3 Sample site map

| Page 1.0 | |
|---|---|
| **Welcome & intro to your website** | Information to be found on this page. |

| | Page 2.0 | |
|---|---|---|
| | Section Page Name | Information to be found on this page. |

| | Page 3.0 | |
|---|---|---|
| | Section Page Name | Information to be found on this page. |

| | Page 3a | |
|---|---|---|
| | Page Name | Information to be found on this page. |

| | Page 3b | |
|---|---|---|
| | Page Name | Information to be found on this page. |

| | Page 4.0 | |
|---|---|---|
| | Section Page Name | Information to be found on this page. |

| | Page 4a | |
|---|---|---|
| | Page Name | Information to be found on this page. |

| | Page 4b | |
|---|---|---|
| | Page Name | Information to be found on this page. |

| | Page 5.0 | |
|---|---|---|
| | Section Page Name | Information to be found on this page. |

| | Page 5a | |
|---|---|---|
| | Page Name | Information to be found on this page. |

| | Page 5b | |
|---|---|---|
| | Page Name | Information to be found on this page. |

| | Page 6.0 | |
|---|---|---|
| | Section Page Name | Information to be found on this page. |

| | Page 6a | |
|---|---|---|
| | Page Name | Information to be found on this page. |

| | Page 6b | |
|---|---|---|
| | Page Name | Information to be found on this page. |

**Note:** Your site map may not require two-levels as shown above, please use only the boxes you require and feel free to includes more as needed.

## 10.4 Developing Content for web ready pages

### 10.4.1 Content worksheet for an individual web site page

| | |
|---|---|
| **Page Name:** (appears in browser window) | |
| **Meta Tags*** (keywords) | |
| **Meta Description:** | |

*For a description of Meta Tags please see, 3.4 Writing and Editing the Content.

Begin with content to be inserted on this page, be sure to highlight any links that you would like to include, text that should be bolded and images that need to be inserted.

**10.4.2 Sample of Page Content for an individual web site page**

| Page Name:<br>(appears in browser window) | Long-term care Facility Sector |
|---|---|
| Meta Tags / Keywords: | Long-term care, retirement, facility, employment, careers |
| Meta Description: | About the long-term care facility sector |

## Long-Term Care Facility Sector

Long-term care facilities provide a great variety of career opportunities and the chance to establish lasting, caring and compassionate relationships with fellow staff, residents and their families. Working in the long-term care facility sector means you have a chance to make a difference in people's lives.

- What is a long-term care facility?
- What do long-term care facilities offer?
- What makes the long-term care facility sector an exciting career opportunity?
- What are the roles and responsibilities of long-term care Associations in Ontario?

### What is a long-term care facility?

People who are no longer able to live independently in their own homes or who require 24 hour nursing and support services can be cared for in a long-term care facility. Long-term care facilities provide a home-like environment while at the same time meet the physical, psycho-social, emotional and spiritual needs of the residents.

The Ministry of Health and Long-Term Care funds and regulates three types of long-term care facilities: nursing homes, municipal homes for the aged and charitable homes for the aged. These facilities are governed by provisions of the Nursing Homes Act, the Homes for the Aged and Rest Homes Act and the Charitable Institutions Act. Funding arrangements, care standards and admission requirements are the same for all three types of long-term care facilities.

### What do long-term care facilities offer?        [ back to top]

Long-term care facilities offer:

- Standard
- Semi-private, and
- Private accommodations.

All long-term care facilities have dining rooms and common rooms. Some facilities may offer other amenities, such as lounges, tuck shops, a beauty salon, a place of worship or a garden.

Long-term care facilities offer:

• 24 hour supervision and nursing care
• Treatment and medication administration
• Assistance with the activities of daily living (e.g., bathing, dressing, eating and mobility)
• Meals, including meals for people with special diets
• Laundry
• Housekeeping
• Pastoral services
• Social and recreational programs

**[ back to top ]**

## What makes the long-term care facility sector an exciting career opportunity?

The long-term care facility sector is rebuilding itself to respond to the needs of Ontario's aging population. With the support of the Ontario government, the sector will expand by opening 20,000 new beds and rebuilding up to 16,000 existing beds. This expansion alone will account for thousands of new jobs in the long-term care facility sector.

Whether you are currently in the health care field, thinking of entering the health care field, or looking to use your experience from other provinces or countries, the long-term care facility sector offers a very promising and rewarding work experience.

Long-term care facilities present opportunities for people with various skills and education. Long-term care facilities offer staff the opportunity to develop long-term relationships with the residents and their families in a home-like environment. Facility staff work as a professional team of experts to enhance resident's quality of life.

**[ back to top ]**

## What are the roles and responsibilities of long-term care Associations in Ontario?

Most long-term care facilities belong to one of two provincial organizations: the Ontario Long-Term Care Association (OLTCA) or the Ontario Association of Non-Profit Homes and Services for Seniors (OANHSS). Membership in these associations is voluntary. Both organizations provide a wealth of information about employment in long-term care facilities and are excellent sources of information about working in this field.

**Ontario Long-Term Care Association (OLTCA)**

The Ontario Long-Term Care Association represents the operators of over 350 of the more than 500 long-term care homes in the province. The Association's members include all of the different types of long term care homes in Ontario - private, not-for-profit, charitable and municipal - and provide care and accommodation to over 35,500 of the approximately 63,000 Ontarians receiving long-term care.

You can learn more about the Association at http://www.oltca.com.

**Ontario Association of Non-Profit Homes and Services for Seniors (OANHSS)**

The Ontario Association of Non-Profit Homes and Services for Seniors (OANHSS) is a Provincial association that has represented not-for-profit providers of long-term care, services and housing for seniors for over 80 years. Member facilities operate over 25,000 long-term care beds and more than 5,000 seniors' housing units in Ontario.

You can learn more about OANHSS at http://www.oanhss.org.
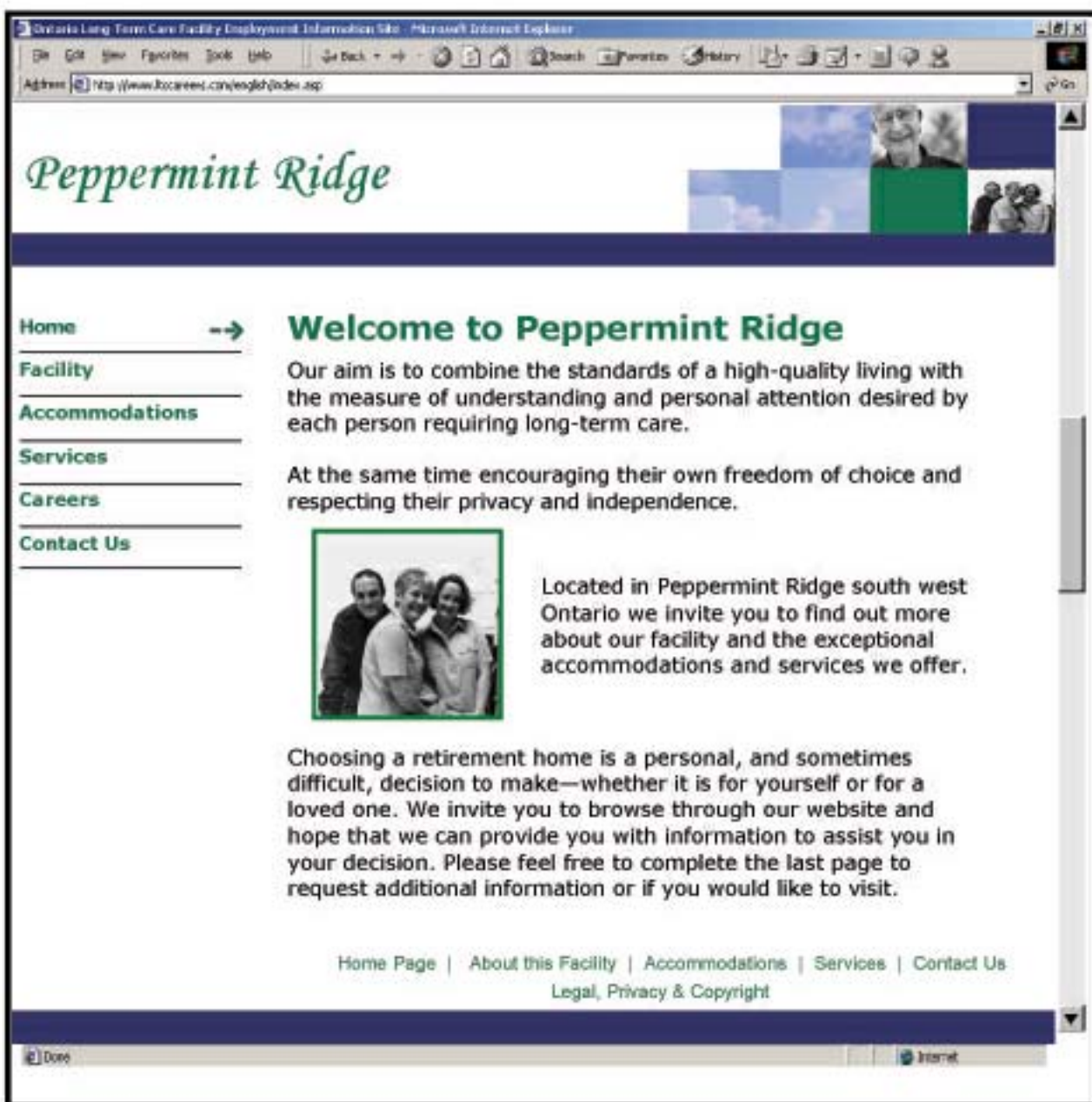
**[ back to top ]**

### 10.4.3 Sample instructions for creating web ready pages

This is an example of instructions you may provide for yourself or the developer that is creating your web ready pages:
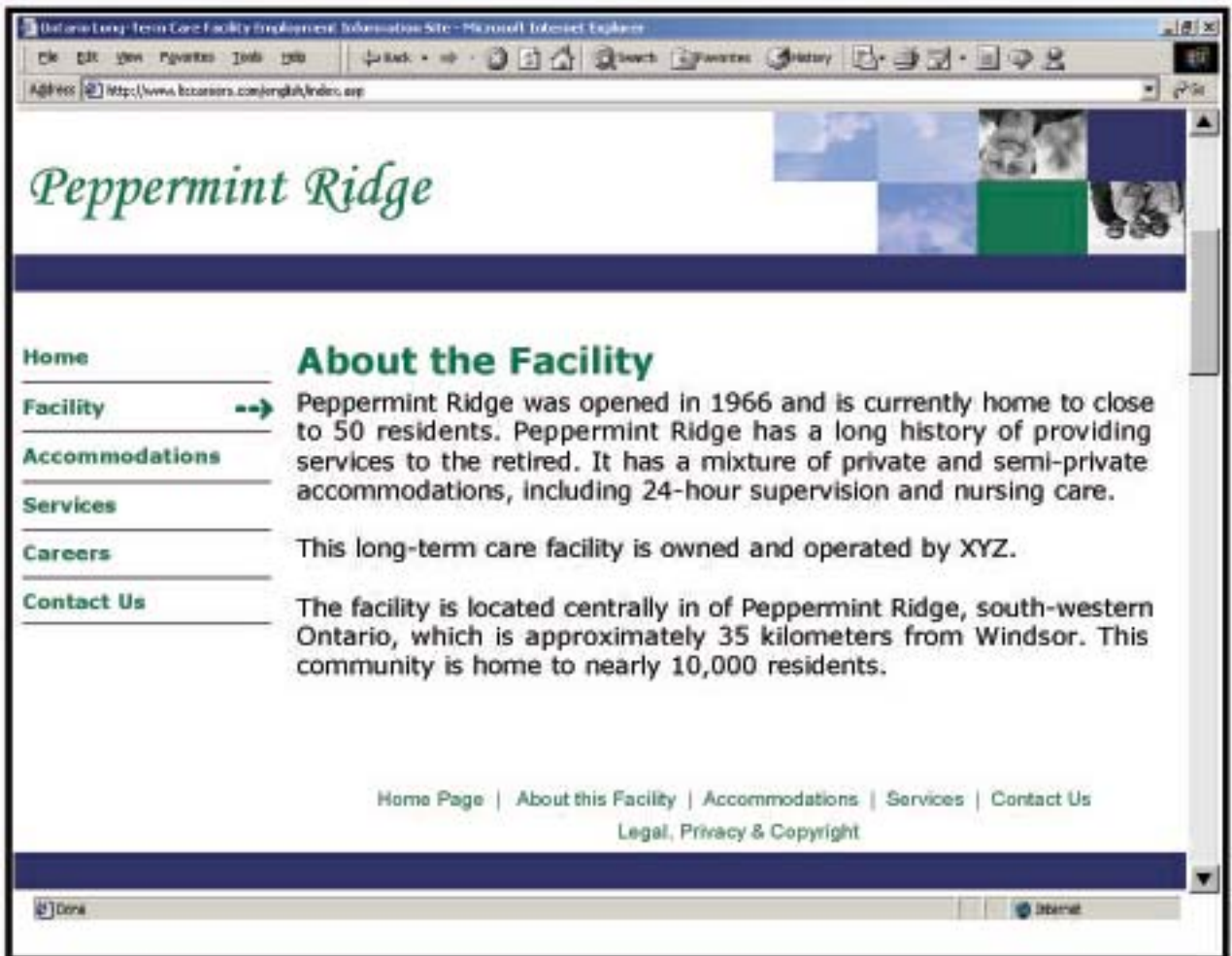
**[** *Note: Link logos above to their respective web sites* **]**

## 10.5 Sample Web site pages for an individual facility web site

### 10.5.1 Sample home page

**Worksheets**

### 10.5.2 Sample secondary page

# Disclaimer

## 11.1 Introduction

This document includes various lists and links to sites that:

• provide Internet and technology terminology definitions
• provide web editor/builder tools
• sample web sites
• web template sites

The list is not an exhaustive list of available sites and is provided subject to our disclaimer, terms & conditions.

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