



How to create a website

Creating a website is now easier and everyone can make one just by following a few steps. Beginners or less experienced users can rely on editors that work on the WYSIWYG principle (pronounced *wiziwig*) and therefore choose one of the many ready-made templates and designs available: an example is provided by Google sites. They are based on blocks that can be adjusted systematically within the preset options in a 'what you see is what you get' editor (WYSIWYG). All changes are visible using the preview function on the screen and once the layout is ready, the individual web pages can be filled with content such as text, images, or videos. If the website construction kit is used in combination with a web hosting service, the finished website can immediately be put online. More experienced users, familiar with programming languages such as HTML or PHP, can use a content management system (CMS) to ensure flexibility. When installed on a webserver, a CMS manages website content separately

ly from the design template in a database and generates a dynamic website with every user access. CMS is available also as open source software, and market leaders are WordPress, Joomla, Drupal and Typo3 for which there are many templates and plugins available online which allow you to customize your website. The third option is a self-programmed HTML site, which is common among professionals. For a complete customization of one's website, users have to program the source code of the HTML document or the personal CMS templates entirely from scratch. This option is really only available to private users if they have the necessary knowledge or are willing to acquire it. Many companies outsource the programming of individual websites instead of hiring specialists.

ACTIVITIES

1 Read the text and decide if the following statements are true or false. Correct the false ones.

- | | | |
|---|-------------------------|-------------------------|
| 1 Less experienced users can rely on editors that work on the WYSIWYG principle. | T <input type="radio"/> | F <input type="radio"/> |
| 2 Ready-made templates rely on blocks that can be adjusted systematically. | T <input type="radio"/> | F <input type="radio"/> |
| 3 WYSIWYG stands for what you get is what you see. | T <input type="radio"/> | F <input type="radio"/> |
| 4 A web hosting service enables users to put the finished website immediately online. | T <input type="radio"/> | F <input type="radio"/> |
| 5 Users familiar with HTML or PHP, can use a content management system (CMS). | T <input type="radio"/> | F <input type="radio"/> |
| 6 A CMS manages website content together with the design template in a database. | T <input type="radio"/> | F <input type="radio"/> |
| 7 CMS is not available as open source software. | T <input type="radio"/> | F <input type="radio"/> |
| 8 Self-programmed HTML sites are common among professionals. | T <input type="radio"/> | F <input type="radio"/> |

2 Read the text again and fill the table with the correct information.

Users	What to use	How it works	Advantages/ disadvantages
Beginners/less experienced		Ready-made templates filled with content	
	Content management system (CMS)		Flexibility and variety
Professionals			Autonomy, personalization

3 Read the text again and find words or phrases with the following meanings.

- | | |
|---|---|
| 1 Depend on | 5 A present format |
| 2 Modified, adapted | 6 Software or modules added to a system to give extra features or functions |
| 3 Set in advance of its use | 7 From the very beginning |
| 4 A set of equipment for a specific purpose | 8 Contract work out |

4 Describe the ways in which a site can be created in a short paragraph.