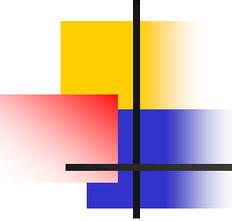
A decorative graphic on the left side of the slide, consisting of a vertical black line intersecting a horizontal black line. To the left of the intersection are three overlapping squares: a blue one at the top, a red one in the middle, and a yellow one at the bottom.

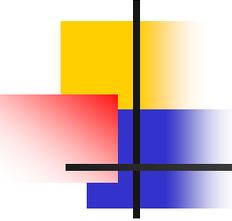
Website Design for Your Layout

Dave Grenier
Iron Horse Express 2013
PCR Convention - Dublin
April 4, 2013



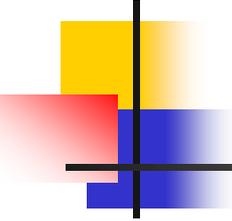
Introduction

- **Q. What is this clinic about?**
- A. How to create a website
- **Q. What is it not about?**
- A. Alphabet soup – no HTML, CSS, PHP



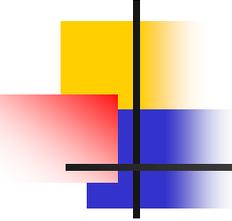
Why A Website?

- Show something
- Talk about something
- Teach something
- Sell something
- OK, let's build a website!



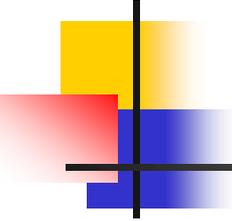
Getting Started

- You need a web host
- What is a web host?
- Stores your website
- Two types
- Free and Paid



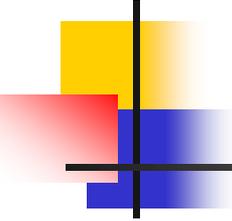
Free Web Hosting

- Trainorders.com (Premium members only)
- WiX.com
- webs.com
- Your ISP
- Search “free web hosting”



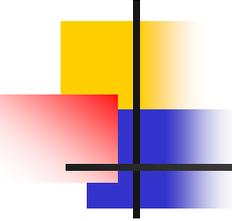
Free Web Hosting - Pros

- Free
- Templates, themes
- Easy to use
- No coding needed



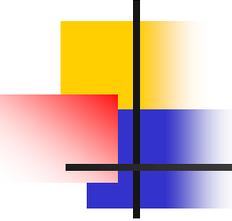
Free Web Hosting - Cons

- Annoying advertisements
- No domain name of own
- Small amount of space
- Poor help and support, if any
- You don't own your site
- Difficult to move site



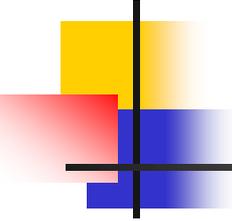
Paid Web Hosting

- BlueHost.com
- GoDaddy.com
- HostGator.net
- 1and1.com
- Search “paid website hosting”



Paid Web Hosting - Pros

- Free domain name - usually
- Most have 24/7 support
- Better reliability
- Unlimited storage space
- No advertisements
- You own your site

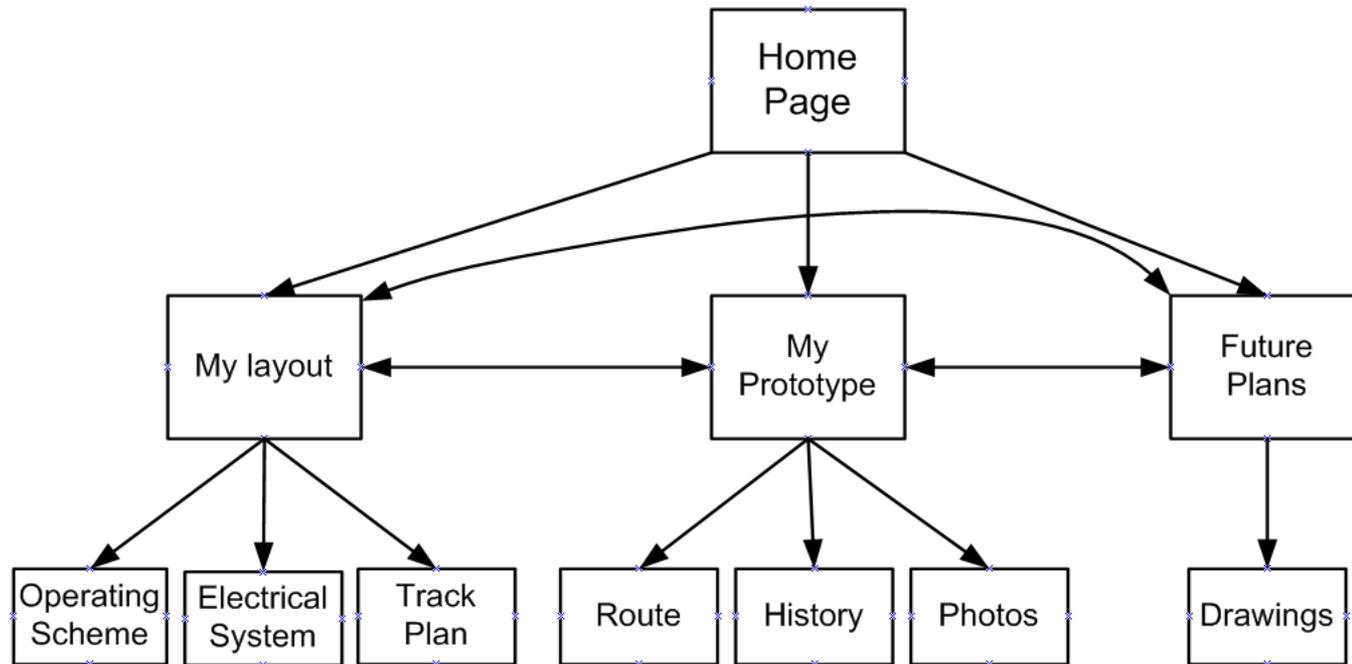


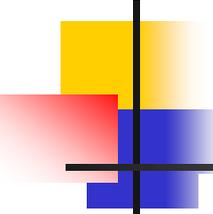
Paid Web Hosting - Cons

- It's not free!

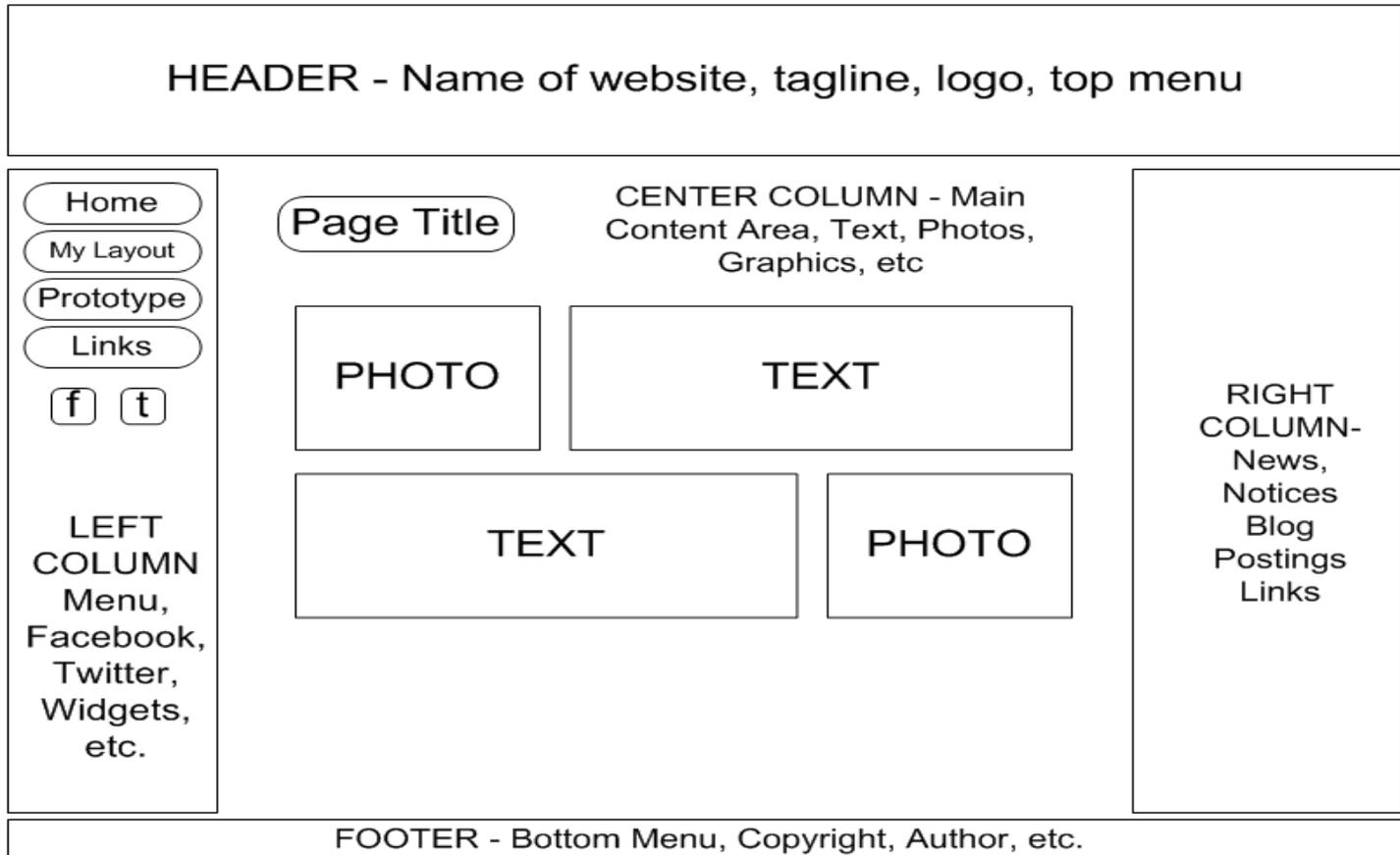
Getting Started

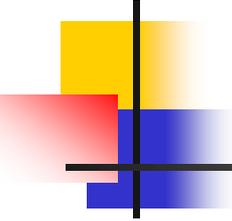
- Make plans on paper first





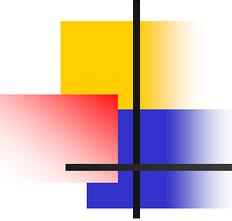
Getting Started





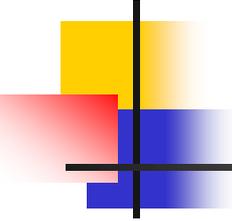
Avoid Long Paragraphs

When writing body text for a web page or anything to be read online, make sure you use fairly short sentences and paragraphs otherwise you are making it really hard for the rest of us to read and understand what you are saying because the eye and brain need a brief rest now and then as they read so that it's easier to scan, take in, and process what you have just read otherwise you are making it very hard on us poor readers by making us read long run on paragraphs of text that never seem to end, they just go on and on so don't you wish this paragraph would end; yeah, I do too, but I thought I would show you how hard it is to read long run on paragraphs of text, and it's actually kind of surprising how many people don't seem to pay any attention to this and they just force the rest of us to read all this run on text, which is a good way to make sure your website will never be revisited or recommended by anyone because the site is so hard to read with all the long and eye-tiring paragraphs like this long paragraph you see here; so are you tired yet or do I need to keep going?



Break It Up!

- Shorter paragraphs
- Two or three sentences each
- Short sentences
- Easier to read



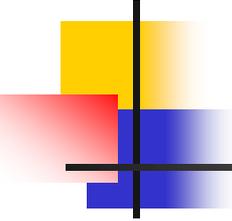
Short Paragraphs

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Otherwise, you are making it really hard for the rest of use to read and understand what you are saying! The eye and brain need a brief rest now and then as they read so that it's easier to scan, take in, and process what you have just read.

You make it very hard on us poor readers by forcing us to read long run on paragraphs of text that never seem to end, they just go on and on!

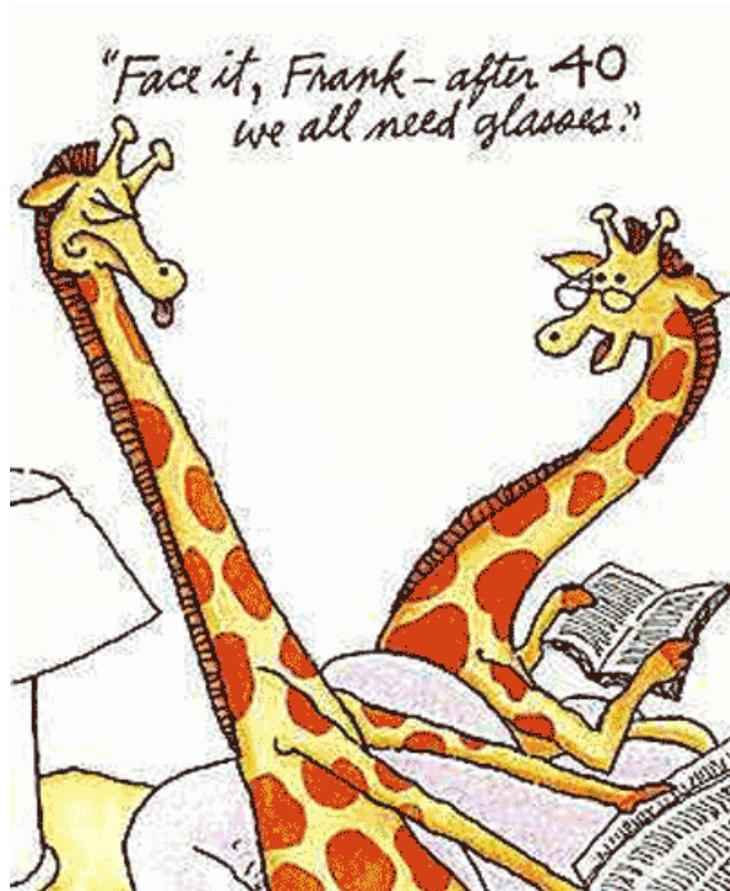
Aren't you glad this page uses shorter paragraphs and sentences? See what a difference short paragraphs and short sentences make to readability?



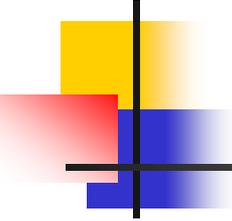
Design Tips - Fonts

- Sans-serif fonts
- Different sizes for **Emphasis**
- Big enough to see
- Not everyone has young eyes!

Design Tips - Fonts

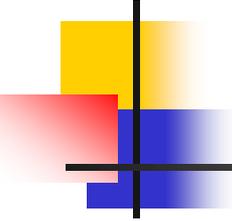


Iron Horse Express 2013
Dublin, CA



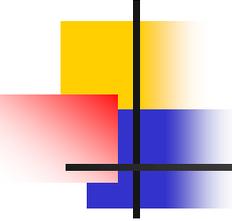
Home Layout Website

- About your layout
- Track plan
- Layout photos
- Construction photos
- Prototype history & photos



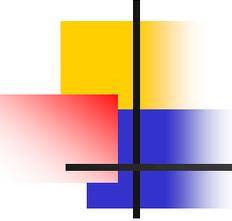
Home Layout Website (cont.)

- Operating scheme
- Electrical system
- Follow a train
- Photos, photos, photos
- About you
- Have fun with it



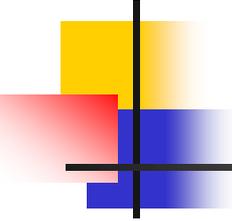
You're Almost Done!

- How does it look?
- Verify ALL links work
- Revise as needed
- Publish your website
- Upload to web host



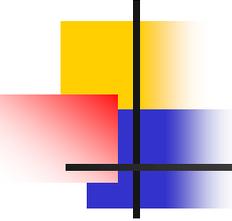
CONGRATULATIONS!

- Your website is now on the Internet!
- Who knows about it?
- Nobody? Tell a friend, or a bunch!
- www.google.com/submit_content.html
- search.yahoo.com/info/submit.html



Now what?

- Extend your knowledge
- HTML, CSS, PHP, JavaScript
- Where? Adult education classes
- Online tutorials



Online Tutorials

- www.w3schools.com/
- www.2createawebsite.com/
- www.thesitewizard.com/
- www.learningwebdesign.com/
- www.hooverwebdesign.com/

Questions?



Next year:

Coast Rails 2014

Trains to Hadley Jct.

April 30 to May 4

San Luis Obispo, California

www.pcrnmra.org/conv2014/