Love At First Site

https://www.yourname.com

Home computers are the perfect thing for women who don't feel that

Men provide them with enough frustration!!

1

Before We Begin

- Feel free to interrupt and ask questions
- The only stupid question is the one you don't ask
- You can find all the links in this PowerPoint at https://www.garycahn.com/classes/love-at-first-site
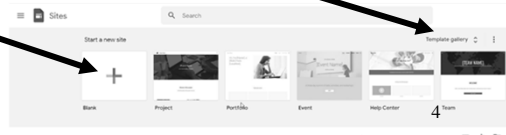
2

We're Using Google Sites (GS) Pros and Cons

- Pros
  - Free
  - Easy to learn and use
- Cons
  - Can't do sophisticated things
- Many alternatives available, including
  - http://www.weebly.com/
  - http://www.wix.com/
- Ratings of free sites https://www.sitebuilderreport.com/free-website-builders but he is paid by all the sites he rates, so reviews may be suspect

3

Getting Started

- You must have a Google account (free) to use GS; If you have a gmail account, you have a Google account

- Go to https://sites.google.com (and login if you aren't already)

- Do one of two things:
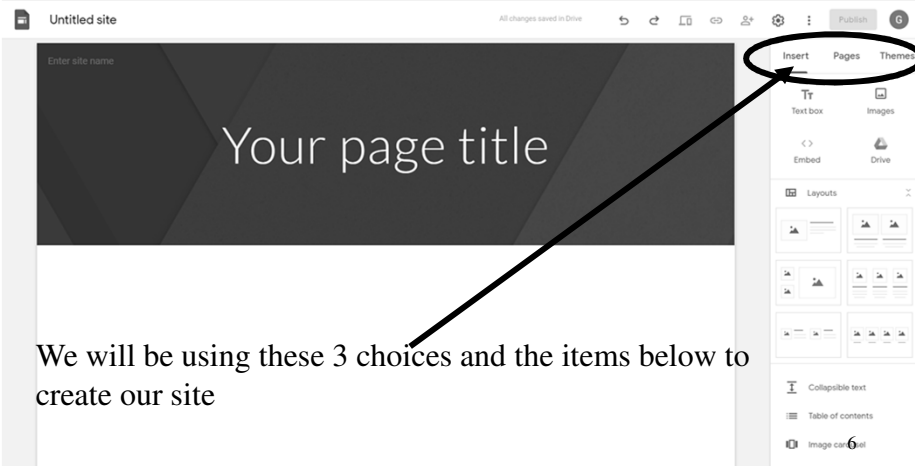 - Choose: Template gallery
  - Click the + to create a new site

4

GS Works With These Browsers (New)

- Google Chrome
- Mozilla Firefox
- Safari
- Microsoft Edge

5

Your Initial Title Page

We will be using these 3 choices and the items below to create our site

6

Give Your Site A Name

- In the upper left corner, click: Enter Site Name and give your site a name
- Click: "Your Page Title" and give your Home Page a name
- Both of the above can be changed easily
- Near the top of the page, on the right, hover over the 3rd icon from the left (preview) and then click it to preview your site

↶ ↷ ⟱ ⊖ ♙+ ⚙ ⋮   7

3 Previews

- Click on each of the 3 boxes at the bottom of the screen to see how your site will look on a phone, tablet and desktop

- When done, click the X to exit preview
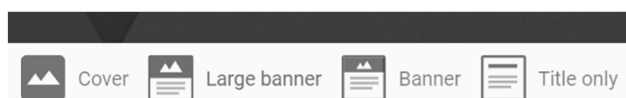- Use the preview option frequently as you build your site   8

Publishing Your Site

- Your site is automatically saved to your computer each time you make a change to it. Saving your site is different than publishing your site.
- At the top right, click: Publish to make your site visible on the internet
- This portion of the web address https://sites.google.com/view is not changeable for now. More about this later.
- Change the rest of the web address to anything you desire
- Add a check mark to the search settings box at the bottom to prevent your site from appearing on Google and other search engines for now
- Click: Publish at the bottom to make your site live
- No compelling reason to publish your site before it is complete, unless you want a friend to see it
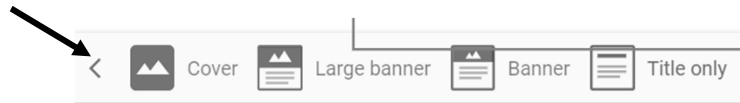
9

Changing Your Header

- Hover over your header at the top of the page and click: Header type
- Click on each of the four options to see how it changes the size and color of your header
- A "cover" leaves very little room for anything else on your home page, while "title only" leaves the most room

10

Changing The Header Image

- Hover over header and Click: Change Image
- (If "Change Image" is not visible, change header type to anything other than "Title only" and click left facing arrow, and then "Change image")

< [Cover] [Large banner] [Banner] [Title only]

- Two Choices:
  - Upload-Lets you upload a photo from your computer. Depending on the size and shape of your photo, your photo may or may not fit well in the header space allotted
  - Select Image-Lets you choose from 50 Google images

11

Themes

- In the upper right corner, Click: Themes
- GS defaults to the "Simple Theme"
- Click each of the other 5 themes to see them
- Choosing a different theme changes not only the header color and font, but other aspects of your site that we haven't discussed yet
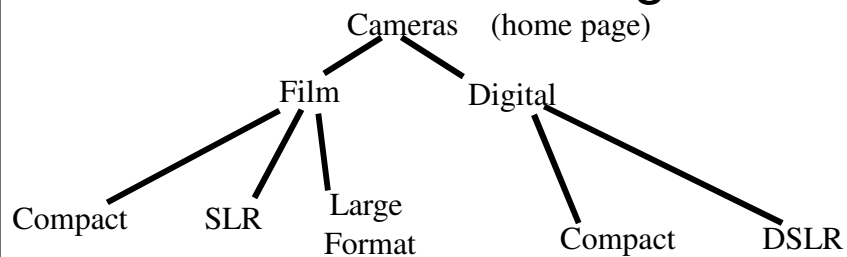
12

Adding Pages

- You may add as many pages to your site as you wish
- To add a page, look in the top right corner and Click: Pages
- In the bottom right corner, hover over the + sign and Click: New Page
- Give your page a name (can be changed) and Click: Done
- Your page will be added immediately below the page you are currently on
- As you add pages, they are added to the navigation bar at the top right corner of your site

| Home | Page1 | Page2 | Page 3 ⌄ | GC |

13

How Your Site Is Organized

Cameras   (home page)

Film   Digital

Compact   SLR   Large Format   Compact   DSLR

- Some web sites follow the pattern of a family tree, and it may be useful to think about that design when you are sketching out your site. This may also be slightly useful when you add pages to the GS program, because GS asks you about sub pages and sub-sub pages, etc. But is not critical, because on GS you can link anything to anything.
- Some sites may not follow a tree pattern, e.g. website about your trip to France that has 1 page devoted to each day of a 21 day trip

14

Adding Sub Pages

- Hover over a page and click the 3 vertical dots; Click: Add subpage
- You'll see a new subpage directly below the page you were on. You can have up to 5 levels of subpages
- You'll also see a down triangle on the navigation bar. Hovering over the down arrow will show your subpages. A user of your site can click on any one to go there

Home   Page1   Page2   Page 3 ⌄   GC 15

Adding an External Site to The Navigation Bar

- Suppose you have 2 web sites, and you'd like to publicize each site on the other
- You can add a link to another web site to the navigation bar
- Click: Pages in the top right corner
- Hover over the + sign at the bottom of the page
- Click: New Link
- Enter the URL for the web site and give it a name. Click: Done
- You'll see the name added to the navigation bar at the top right corner

16

Removing a Page from the Navigation Bar

- If your site has a lot of pages, you may not want all of them on the navigation bar, because it will become too cluttered
- To remove a page, in the list of pages hover over the page you wish to remove, and click the 3 vertical dots
- Choose: Hide from navigation   3A
- You'll now see a slash to the left of the page name
- You can reverse this by choosing: Show in navigation
- Important: You'll need to provide a link to pages not on the navigation bar on at least one other page in your site, otherwise nobody will ever find this page when viewing your site.
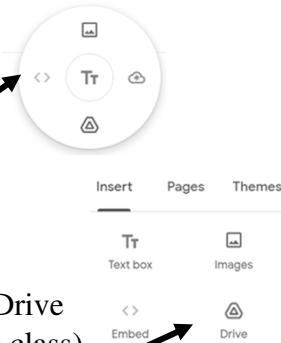
17

Search

Page 4   Page 5   GC

- Once your site has 2+ pages, GS automatically creates a search icon in the upper right corner of the navigation bar to allow users to search your site using key words
- Indexed automatically by GS
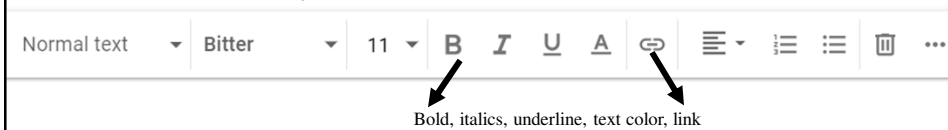
18

2 Methods to Add Items to a Page

- Method 1
  - Double click below the Header
  - You'll see a circle with 5 symbols
  - Red box – upload image to to your site
  - TT – Add text
  - Green box – upload a file
  - Black box – upload a file from Google Drive
  - Orange arrows – Embed (not covered in class)
- Method 2- Click: Insert
  - 4 of the 5 options are also on the "Insert Page"

Insert   Pages   Themes

T⊤
Text box

⌐⌐
Images

< >
Embed

⚠
Drive

19

Adding Text

- Click the TT icon (add text)

- Add your text in the box that appears; adding more text will automatically expand the size of the box

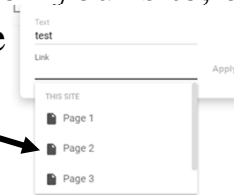- Use the row of symbols above text to embellish your text

Normal text ▾   Bitter ▾   11 ▾   **B**   *I*   U̲   A̲   🔗   ☰▾   ☷   ☰   🗑   ⋯

Bold, italics, underline, text color, link

20

Creating Links to Your Pages or to Other Web Site Pages

- Highlight some text or a photo
- Click the Insert link icon

Normal text ▾ | Bitter ▾ | 11 ▾ | **B** *I* U A ⊖ | ≡ ▾ | ≔ ≔ | 🗑 | ⋯

- To link to another page on your site, click on a page from your site

Text
test

Link   Apply

THIS SITE
📄 Page 1
📄 Page 2
📄 Page 3

- To link to an external site, type the URL in the link box. Click: Apply, when done

21

Adding an Image to Your Page

- You can add an image (photo) to your page, but it can't be inside a text box, which is reserved for text
- Image can be next to text (if there is room), or above/below text
- Can shrink/enlarge the size of the image

22

Adding an Image to Your Page

1. Two methods are available (See slide 18)

   1. Double click where you want the image to go, and click the red image icon

       GOOGLE DRIVE   BY URL   GOOGLE IMAGE SEARCH   PHOTOS

      1. Gives you 4 methods of inserting image

         1. Google Drive (Is everyone familiar with Google Drive?)
         2. Find a photo on another website, and use the URL
         3. Google Image Search
         4. Photos (Appears to be the same as Google Drive but in a different order)

   2. Click: Insert, Images - Gives you two choices for adding photo

      1. Select – Gives you the same 4 methods in 1.1.1 above

      2. Upload - Uploads any image from your computer   23

Changing the Photo Size

- Click the photo once. Blue dots should display

- Click and hold any blue dot and drag to enlarge or shrink the photo

- Double click a photo to see whether the entire photo is being displayed
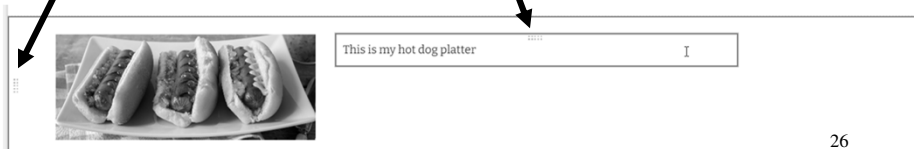

24

Changing the Photo Size

See photo on left--had been cropped to just show sign
Double click photo, and then do one of two things:
A. Drag <u>blue dot</u> to left to see entire photo
B. Drag <u>photo</u> so that the portion showing changes to the face

25

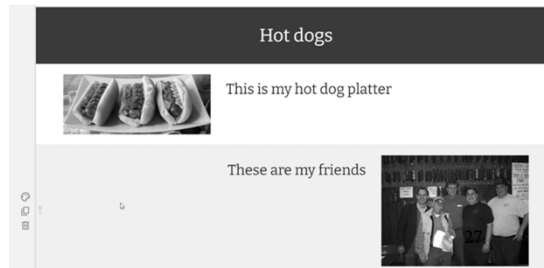# Moving Text and Photos on Page

- Once a photo and text are on a page, you can drag either one to a different position
- For text, click and hold 10 tiny dots and drag text box
- Photos don't have 10 dots. Just click and hold photo and drag.
- 10 dots on far left let you drag the entire box of photo and text

This is my hot dog platter

26

13

GS Expects You To Use Sections

- Sections allow you to position text and photos so they can be sized the way you want them
- If you create a single section on a page, and add 6 photos and 6 blocks of text, you lose the ability to size photos so their size is independent of each other
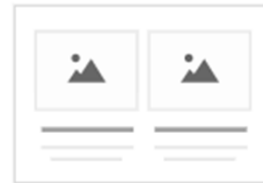- See next slide

Moral of the Section Story

- Do not do what I did, before I understood how GS works
- Do not create a single large section on a page, and attempt to add all your text and all your photos to that single section
- Similarly, do not type all your text on a page and then expect to place various photos on your page at the perfect location
- Both are a recipe for a disaster. I learned the hard way!

28

Sections

- Sections can come in different colors
- Hover over a section and look at the far left of the page. Click on the icon at the top (Section background) and then choose one of the 3 available colors
- These colors are determined by the Theme you chose earlier
- Once you have the section looking like you want it, you can hover over the section and click the "duplicate" icon.
- Or delete the section altogether
- Note: The Vision theme behaves differently from the 5 other themes. The color that is checked applies to the color of the bar at the top of the home page, rather than to Style 3

29

Using GS Layouts

- In the top right corner, Click: "Insert"
- Locate the Layout section and notice the 6 options
- Each layout consists of one or more photos (or YouTube video, Google Calendar, Google map or item from Drive) and text that is below photo or beside it
- You can remove placeholders you don't wish to use

30

Image Carousel

- An image carousel allows you to put 2+ photos in a single photo box, and the display of photos will rotate automatically
- Alternatively 2+ photos can be displayed, and the web site user can scroll among them

31

Creating An Image Carousel

- In the top right corner, Click: Insert, Image Carousel
- Click the + sign and upload or select an image
- Hover over the icon on the right side and optionally add a caption
- Repeat the 2 steps above as often as you wish until you have all your photos showing
- Click the gear in the upper right corner
- Leave the first 2 boxes checked. Put a check in the autostart box if you want the photos to shuffle automatically. If you choose "autostart," be sure to set the speed as well. If you don't autostart the Carousel, the same photo will remain in the Carousel until the person viewing the Carousel advances it
- Click: Insert in the bottom right corner
- Click : Preview to see the slide show

32

Contacting You

- You can make it easy for visitors to your site to contact you
- Create a text box with something similar to this, "You can contact me at this email."
- Highlight "email" and Click: Insert Link tool
- Enter your email address in the "Link field"
- There is a downside to this

33

Contacting You

- Spammers cruise the internet looking for email addresses similar to what you've created on the previous slide
- Alternatively, create a line similar to this
  - You can contact me at garycahn at yahoo.com or
  - garycahnatyahoo.com
- Either of the two alternatives will reduce or eliminate spammers

34

Announcement Banner

- You can create an Announcement Banner that will be the first thing visitors to your site will see, e.g. Our office is closed today due to the snow storm
- Message can be changed daily, weekly, etc.
- Click gear (navigation settings) in top right corner
- Click: Announcement banner at bottom left
- Drag first slider to turn on banner
- Answer other questions as necessary
- Click: X in top right corner when done

35

Collapsible Text

- If your page is becoming too long, or you're not sure everyone wants to read everything you've written, use Collapsible Text
- Click: Insert, Collapsible text
- Using it is self-explanatory

36

We've Covered Everything You Need to Learn to Create A Site

- The remainder of the presentation covers other subjects that can improve your site in other ways

37

Titles, Headings & Sub-Headings

- If your site contains titles, headings, or sub-headings, when your viewers look at that page, a small link symbol appears to the right of the text, e.g. https://www.steegle.com/google-sites/how-to
- This link symbol enables you to create an Anchor Link
- I don't find Anchor Links at all useful
- To learn about Anchor links, watch this video starting at the 5:50 mark. https://www.youtube.com/watch?v=8dGdjh-usy4 He calls them Anchor tags.
- If you don't use Anchor Links, you may wish to turn off this symbol. Turning them off is not required, but those coming to your site, may find it less confusing
- Click: Settings, Viewer tools, Anchor links. Move slider to turn them off
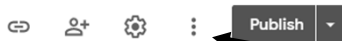
38

Sample Google Sites

- https://www.flippingretail.com/home
  - One non-neutral color throughout; Services page uses 3 pictures & headings & sub headings from GS layouts
- https://www.restonent.com/home
  - Sections alternate colors; font and font size change throughout (I'm not sure I like this)
- https://www.petersfieldhigh.com/
  - Image carousel at top of home page
- https://www.huegelpto.com
  - Uses layouts with 4 photos side by side
  - Volunteer page uses 3 layouts with 3 photos, and with small amounts of text on first 2 photos and much more text for last photo
- https://www.hotelflanders.com/home
  - Good use of sections
- More sample sites https://www.sitebuilderreport.com/google-sites-examples

39

Restoring a Previous Version of Your Site

- In the top right, click the 3 vertical dots (more) and then Choose: Version history
- Choose any of the versions on the right side of the screen. (This shows you the version, but doesn't replace the current with the old)
- In the top left either Click arrow to take you back to your current version, or Choose: "Restore this site version" to install the entire old version

40

Deleting a Site and/or Allow Your Site To Be Visible On the Internet

- You may wish to create a practice site prior to creating your final site
- To delete a site, in the top right corner,
  - Click: Down arrow to right of "Publish"
  - Click: Unpublish
- To allow your site to be visible on the Internet, in the top right corner,
  - Click: Down arrow to right of "Publish"
  - Click: Publish Settings
  - Check the box "Search Settings"

41

Raising Your Visibility in Search Engine Listings

- This discussion focuses on just the Google and Bing Search engines
- They control an estimated 95% of the search market, and Google controls the most of the 95%
- Yahoo, Baidu (Chinese), AOL, Ask, Excite, DuckDuckGo, and a few others control the remaining 5%

42

Raising Your Visibility in Search Engine Listings

- There are hundreds of criteria used by search engines to determine the order of their listings. These criteria are top-secret.
- Number 1 criteria or near the top – How many sites link to yours?
- If nobody links to your site, it reduces the likelihood Google/Bing will list you on their Search site, and if they do list you, it reduces how high you will be listed
- Once you publish your site, other sites may link to yours, but that may take time. Moreover, it is possible that no sites or few sites will link to your site

43

Registering Your Site With Google & Bing

- The next 3 slides may not be relevant to all of you, e.g. you are creating a site for your upcoming family reunion
- There is a good chance your site will be crawled by Google Search and Bing Search. May take a few weeks for them to find you
- Test whether they have crawled your site by searching on Google and Bing for: site:https://www.mywebsite.com
- Check to see how many of your pages are listed, e.g. I have about 50 unique pages on my site. Ideally, I'd like Google and Bing to list all 50 of them.
- Google should find you quickly because they own GS
- Bing may take longer
- If they don't find you, follow the directions at https://tinyurl.com/5x4h7j66 These can be somewhat complicated
- Alternatively, see next slide

44

Submit URLs to Bing Search

- You can submit up to 10 URLs on your site to Bing each day, and they will crawl those
- Go to: https://www.bing.com/webmasters
- Click: URL Submission on the left side

45

Submitting URLs to Google Search Using the Search Console

- Go to https://search.google.com/search-console/about and sign up
- In the upper left corner, verify that your site is listed
- On the left side of the page, click "URL inspection"
- At the top of the page, enter one of your URLs in the inspect box
- If it is not indexed, you can request that it be
- If it is indexed, note whether your page is Mobile friendly (See next slide)
- Repeat the process for some or all of the pages on your website
- You may submit multiple URLs for indexing on a given day, but you will be notified when you have submitted your maximum for that day
- Learn more about Search Console at https://support.google.com/webmasters/answer/6258314?utm_source=wnc_376106&utm_medium=gamma&utm_campaign=wnc_376106&utm_content=msg_743502&hl=en

46

Is Your Site Mobile Friendly

- If your site is not mobile (cell phones) friendly it will appear lower in the Google Search
- Google "What are mobile friendly sites" to learn more
- You can test your site here for mobile friendliness https://search.google.com/test/mobile-friendly
- You can ignore this test, if you have already submitted your pages to Google Console

47

Good Web Design Principles

- The following should be thought of as guidelines rather than absolute rules
  - Limit the amount of text on a page
  - Most, if not all pages, should have one or more images
  - Break up long passages of text with images
  - Pages should have a consistent look, i.e. same colors, fonts, overall format. GS does this for you with its Sections and Themes
  - Linking to other web sites is important, and it makes your site a better site. It's not just about you

48

WWW.Yoursitename.com

- All sites created by Google Sites follow the form: https://sites.google.com/view/blahblahblah
- You can change your site address to https://www.yoursitename.com
- See directions on next two slides
- You can:
  - Obtain your personal site address first and then create your site or vice versa
  - Directions on next page vary based on which you do first

49

Get Your Domain Name First
Create Your Site Later

- I can't test this because I converted my site from old GS to new GS
- To do this, you must first obtain a domain name
- Google, and other companies, can provide a domain name to you starting at $10/year
- Go to https://domains.google.com/registrar/ Click on Get a new domain
- After obtaining your domain, follow the directions on this page before you start creating your site
- https://support.google.com/domains/answer/9809140?hl=en&visit_id=637497967692592952-1923285871&rd=1

50

Create Your Site First
Switch to Your Own Domain Later

- Follow these directions
  https://support.google.com/sites/answer/906
  8867?hl=en

- I can't test these directions because I
  converted my site from old GS to new GS

51

Google Analytics

- Some or many of you may not care about this
- Google Analytics can provide an enormous amount of
  detail about the people who visit to your site and which
  pages they visit
    - How many times was your site visited?
    - Which pages did they visit most often?
    - Where do your visitors live?
    - What language do they speak?
    - What type of device did they use (phone, Windows, Mac, etc.)
    - And much more
- A bit complicated to use
- Directions at https://www.steegle.com/google-sites/how-
  to/analytics

52

Additional Help

- If you have a question or want to learn more about GS
  - https://support.google.com/a/users/answer/9314941#!/section-1-4
  - https://support.google.com/sites#topic=
  - https://www.steegle.com/google-sites/how-to
- Sometimes the 3 options above offer directions for Old GS as well as New GS
- Ignore the former

53

Have fun creating your website

54