

BT-2520: BUSINESS WEBSITES: BEST PRACTICES AND MAINTENANCE

Cuyahoga Community College

Viewing: BT-2520 : Business Websites: Best Practices and Maintenance

Board of Trustees:

10/26/2023

Academic Term:

Fall 2024

Subject Code

BT - Business Technology

Course Number:

2520

Title:

Business Websites: Best Practices and Maintenance

Catalog Description:

Students learn the process to maintain (or create) a client-side website intended for the business sector utilizing basic HTML and introductory Cascading Style Sheet (CSS). Topics include best practices for website design and maintenance, accessibility considerations, evaluation of various types of editors, and an orientation to basic Hyper Text Markup Language (HTML) syntax, content, and introductory CSS styles.

Credit Hour(s):

3

Lecture Hour(s):

2

Lab Hour(s):

2

Requisites

Prerequisite and Corequisite

BADM-1020 Introduction to Business, and BT-2040 Emerging Workplace Technology; or department approval.

Outcomes

Course Outcome(s):

Evaluate business websites for navigation, clarity of product or service information, visual aesthetics and use of multimedia and graphics.

Essential Learning Outcome Mapping:

Critical/Creative Thinking: Analyze, evaluate, and synthesize information in order to consider problems/ideas and transform them in innovative or imaginative ways.

Objective(s):

1. Contrast and compare business websites for best practices in navigation.
2. Research current trends in multimedia and graphics.
3. Contrast and compare the ability of a website to successfully represent its business owner.
4. Define the target audience.

Course Outcome(s):

Evaluate various editors for their ability to create or revise web pages.

Objective(s):

1. Research text editors.
2. Research HTML editors.
3. Research What You See is What You Get (WYSIWYG) editors.
4. Explore features of editors.
5. Evaluate premium vs. free editors.

Course Outcome(s):

Perform maintenance to existing business web pages or create web pages utilizing basic scripting elements and style formats.

Objective(s):

1. Research browser and HTML release information.
2. Utilize an editor to revise or create HTML content and proper syntax.
3. Save files in web format.
4. Utilize styles implementing basic CSS through external style sheets.
5. Insert multimedia into business web pages in an effective manner.
6. Include accessibility-compliant content.
7. Utilize syntax error-checking utilities.

Course Outcome(s):

Define considerations for webpage maintenance activities within business organizations.

Objective(s):

1. Evaluate in-house vs. outsource considerations.
2. Evaluate various testing options for syntax and accessibility.
3. Evaluate File Transfer Protocol(FTP) and web hosting option.
4. Determine file folder organizational structure.
5. Explore Search Engine Optimization (SEO) considerations.

Methods of Evaluation:

1. Lab projects
2. Objective exams
3. Discussion board forums
4. Final website project

Course Content Outline:

1. Orientation to the Internet and World Wide Web (WWW)
 - a. Terminology
 - b. Web browsers
 - c. Internet Protocols
 - d. Overview of HTML
 - e. Breakdown of the Uniform Resource Locator (URL)
2. Editors
 - a. Comparison of features
 - b. Text
 - c. HTML
 - d. WYSIWYG
 - e. Download vs. web access
 - f. Login and password procedure
3. Getting started with HTML to construct or maintain a web page
 - a. Overview of HTML releases
 - b. Elements and tags
 - c. Bracket symbols

- d. Syntax basics
- e. Heading levels
- f. Line breaks
- g. Horizontal rules
- h. Lists
 - i. Special entity characters
 - j. Anchor elements
- k. HTML validator
 - l. File extensions from the browser perspective
- 4. Web Design and Maintenance Best Practices
 - a. Evaluation and critique of business websites
 - b. Goals of business websites
 - c. Internal vs. external management of the website: when to outsource
 - d. Current trends in website design
 - e. Determining the target audience
 - f. Organizational structures of websites
 - g. Color considerations
 - h. Design considerations for various sizes of devices
 - i. Accessibility considerations
 - j. File management topics
- 5. CSS Orientation
 - a. Separation of content from style
 - b. CSS Syntax: selectors and declarations
 - c. Color values
 - d. Inline CSS
 - e. Embedded CSS
 - f. The HTML span element
- 6. Graphics and Text Styles
 - a. Image (IMG) element
 - b. Image hyperlinks
 - c. Background images
 - d. Font styles
 - e. Text Properties
 - f. Favicons
- 7. CSS Continued
 - a. Various CSS properties for content enhancement on a web page
- 8. Page Layout Topics
 - a. Normal flow
 - b. CSS box model
 - c. Responsive design layout
 - d. Design considerations for print
- 9. HTML and CSS Tables
 - a. Organizing content within tables: layout considerations
 - b. Rows, cells and header elements
 - c. Span element
 - d. Accessible tables
- 10. Forms
 - a. Input element and text boxes
 - b. Various form controls
- 11. Multimedia
 - a. Audio element
 - b. Video element
 - c. Media filetypes
- 12. What happens next: follow-up steps for maintenance activities
 - a. Discussion of FTP
 - b. Discussion of web hosts

- c. Discussion of testing options
- d. Discussion of Search Engine Optimization

Resources

Terry Ann Felke-Morris. (2022) *Basics of Web Design HTML5 & CSS*, Boston:Pearson.

Terry Ann Felke-Morris. (2021) *Web Development and Design Foundations with HTML5*, Boston:Pearson.

Jessica Minnick. (2021) *Responsive Web Design with HTML5 & CSS*, Boston:Cengage.

Resources Other

1. Web Standards: <https://www.w3.org/standards/>
2. W3C Markup Validation Service: <https://validator.w3.org/>
3. <http://w3schools.com>

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