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Annotated Bibliography

"Content Management System Software Review." Online posting. Software. Top Ten Reviews.

N.p., 18 Jan. 2011. Web. 27 Feb. 2011.

Top Ten Reviews did a review on the 11 most popular Content Management

Systems on the market today and compared them side-by-side. I was shocked to find

out that the newest software on the list, eZ Publish, took precedence to the throne over

Joomla!, which has won the past 3 years. They also go on to describe what exactly a

CMS is used for and how useful it is. A CMS is designed to store, organize, create,

publish, process and power any online endeavor you can devise. Most CMS systems are

Open Source, meaning their API is completely free and available to the public to

manipulate and create add-ons for the software to further enhance the already great

usability. By implementing a CMS you can reduce the costs of site maintenance, increase

security, reduce information duplication, improve site navigation, increase site flexibility

and much, much more. One thing I think Top Ten Reviews should have done for this test

is create ten websites and installed a different CMS on each and compared the live

websites side-by-side so that users could not only see their graphed results, but

experience the differences for themselves.

Hanebrink, Zach. "10 Ways to make your Website more User Friendly." Blog. *Famous Bloggers*.

Famous Bloggers, 17 Mar. 2010. Web. 27 Feb. 2011.

Hanebrink's article is mainly informative. He's giving directions of how to make

your website user friendly, from the front-end. I found his article to be very accurate

and effective because he not only knows what he's preaching, he also demonstrates it

in his formatting of the blog post. Simple, unformatted, "unordered lists", as it's called in

the programming world, though more commonly known as bulleted lists, don't catch

the reader's eyes very effectively. Having formatted sub-headers and graphical bullet

points are more effective in the long run. Hanebrink is writing the article to appeal to

anyone interested in creating a website and making it user friendly. Inexperienced

designers, as well as well-seasoned designers, can both learn a great lesson from what

he's posted. He makes very strong and clear arguments, that aren't excessive in length

and give the jest of the point he's trying to make. One thing I did find bothersome,

though, is the lack of availability of more information on the short points he's making.

Having short content that gets your point across is a great way to put content on a

website, but there should always be a "Read More" button or some other way to delve

deeper into a more explained and elaborate documentation of the subject.

Heng, Christopher. "How to Make Money From Your Website." Online posting. The Site Wizard.

N.p., 26 Sept. 2010. Web. 27 Feb. 2011.

Nobody wants to have to pay to use a website, mainly because they don't

understand how much time, sweat and blood have been shed to make it function. Most

paid websites offer some sort of professional service from professionals in the field.

Paying for a membership to a Joomla! Templates website is largely frowned upon by

many users because Joomla! itself is free of charge. Heng is on the people's side. Most

websites can afford to offer their services for free if they become popular, fast. There

are two main ways a website can generate revenue: selling goods and services, and

advertising. They main way most websites today make money is through advertising.

People pay big bucks to get an advertisement on a popular website because of how

many people will see their name and be tempted to click the link. Advertising has three

different options of generating revenue itself. Pay Per Impression, or CPM, is being paid

according to the number of times the advertiser's banner is displayed on your site. It's

generally per 1000. Pay Per Click, or PPC, is when you are paid each time a user clicks on

the advertisement. There's also Pay Per Sale, which is where the advertiser pays you a

percentage of each sale they make off of your link.

"How Websites Work." Online posting. How the WWW Works. Media College. Wavelength

Media, 15 Aug. 2007. Web. 27 Feb. 2011.

Media College saw a need to post this article because so many people out there

don't really understand how clicking a link, using a browser, or editing a website works.

The main point they make here is that all websites are just a bunch of .html (there are

other file types too) files all hosted on a server that uses directories to organize the

information. All websites MUST have some form of an "index" file, whether it be

index.html or index.php. The only alternative to his is using an advanced language called

ASP, which has a default.asp index. Media College gives an example website,

www.dave.co.nz, whose TLD (Top Level Domain) tells the user that: the site has a

country code (.co) and the server is held in New Zealand (.nz). Once the URL's TLD has

been established, the browser then looks for the index file. The index file is the site's

"homepage," and will be decoded and displayed in the browser. Links on the homepage

will lead to different directories on the server, and a specific file path. The article gives a

screenshot of the Dave directory, showing users a visual representation of files and

directories so they can get a better understanding of what's meant by "… arranged in a

directory structure for easy management."

Kleiner, Dan. "How To Create A Web Page." Online posting. Make A Web Site. Site Right Now,

12 Oct. 2001. Web. 27 Feb. 2011.

Kleiner's guide is quite vague, but does give a novice user all the general

information they'll need to know to script a basic HTML website. He includes the most

common HTML tags and gives examples of how they work. To demonstrate that these

tags all work, in each section he uses the tag in the actual website to show how it can be

implemented. His site is also completely HTML and Web 1.0, which I personally think is a

great way to show the basics of web design. He is targeting designers who are just

getting started and don't know HTML syntax. That user-base is growing phenomenally,

and so is his popularity. When I googled "how to make a web site" his site was listed in

the Top 10, which takes years of work for most SEO experts. Kleiner doesn't seem to

have done a single bit of SEO advertisement, he just has good content and Google

knows it. The only downfall I can find in his guide is not explaining how file systems work

and exactly where you put the tags to make them work right. He explains the syntax of

each tag, but not HTML as a whole.

Lidwell, William, Kritina Holden, and Jill Butler. Universal Principles of Design. Beverly, MA:

Rokport Publishers, Inc, 2003. Print.

The entry on page 18 of this book is entitled "Aesthetic-Usability Effect."

Aesthetic designs are perceived as easier to use than less-aesthetic designs, whether

they are or not. The effect has been observed in several experiments and has significant

implications regarding the acceptance, use and performance of a design. More usable

but less-aesthetic designs may suffer a lack of acceptance that makes issues of usability

moot. Aesthetics play an important role in the way a design is used. Creating a personal

and positive relationship through a design with a user evokes feelings of affection,

loyalty and patience; patience that makes the user more tolerant of problems of

usability. I enjoy a nice-looking website as much as the next guy, but if I can't find my

way around the place, I want nothing to do with it. This article doesn't seem to take into

consideration an audience that is information driven rather than appeal driven. 85% of

internet users fall into the appeal driven category, though. This has forced developers to

design content around a design, which is the opposite of how it used to be prior to

revolutions in website aesthetics.

Thomason, Larisa. "Web Site Usability Checklist." Webmaster Tips Feb. 2004: 4.

Thomason's main point in this issue is to promote a consistent and easy-to-use

navigation system. Forum users, Facebook junkies and eBay schemers all rely on a very

intricate navigation system without even realizing it. Without "round" navigation most

popular websites wouldn't be thriving today. Being able to get from one place to

another without having to click through ten pages of stuff you aren't interested in is one

of the most useful features of a well-made website. Thomason also emphasizes how to display content correctly. Attracting visitors with an eye-catching design is always a plus, but content is what keeps them at the site. A user that is on your site looking for an answer to a question they have isn't worried about how your website works, they just want to be able to find the information ASAP. Always place your most important and viewed topics at the top of the page. Make your page content easy to scan by splitting it up into sub-sections, using headers, bold type, color and lists to organize your information in a scan-friendly manor. Nobody wants to sit down and read your website book.

Walsh, Josh. "50 Tips To A User Friendly Website." Online posting. Design. Designing Interactive. JW Associates, 30 Jan. 2009. Web. 27 Feb. 2011.

Walsh's article lays out a user friendly website to the t. He is clearly providing irreplaceable information about how to make your website easy to use, but still maintain it's complete functionality. Walsh uses what's referred to in programming as an "ordered list", which needs not elaboration. There are many types of posting styles online; what type of information you're looking for will dictate the format what you find will be in. Here, I was looking for "techniques to make my website user friendly." Before I even clicked a single link when I searched that query, I knew that I would be presented with a list, which is what I wanted. It's hard to summarize a list of 50 tips, but Walsh's thesis here is basically "Keep your website aesthetic, clear, easy to read and easy to navigate." This list was created for anyone wanting to implement a new website that lets their user base feel at home and not have to learn how their site works. One thing I

found unique about Walsh's post is that he doesn't encapsulate punctuation correctly in his list. Each item in the list ends with a ";" (semi-colon) instead of a period. I feel he did this because you cannot have another entry in a list without having one before it; the same way you cannot have the second clause of a sentence with a semi-colon without having the first clause. It's a way of saying you can't just implement one or two of these 50 tips, you should include them all.

Wikipedia contributors. "Web 1.0." Wikipedia, The Free Encyclopedia. Wikipedia, The Free Encyclopedia, 18 Feb. 2011. Web. 28 Feb. 2011.

This "Web 1.0" article was created to enlighten readers about websites of the past; one's that you actually had to know what you were doing to be able to build it. A Web 1.0 site, commonly referred to as a Website (capital W), is a site that was built with implementations only available with the release of the World Wide Web. The main functionality of a Web 1.0 is moving from .html file to .html file through embedded hyperlinks inside the code. Hyperlinks between pages began in 1993. Back then there were basically two website builds: Side-by-Side and Hierarchical, because hyperlinks were the only way to move from page to page. There were very limited design elements in Web 1.0: static pages, framesets, tables, proprietary html tags such as <marquee> that added "fun" to webpages, and email links. Web 1.0 had no way for users on the front-end to submit data directly to the site, or to have any dynamic interactions with the site at all. This article is written for any audience to read. It can appeal to web surfers, script kiddies, programmers, babysitters and even English professors. The article

fails to give a good demonstration of a website implementing Web 1.0, but then again, nobody ever wants to see a site like that again!

Wikipedia contributors. "Web 2.0." Wikipedia, The Free Encyclopedia. Wikipedia, The Free Encyclopedia, 27 Feb. 2011. Web. 28 Feb. 2011.

This "Web 2.0" article was created to enlighten readers of the new era in web design, and as an emphasis of implementation to come. Web 2.0 is associated with web applications that implement social networking, blogs, wikis, video sharing, hosted services, web applications, mashups and folksonomies. While Web 1.0 is the basic building blocks for the presentation of information, Web 2.0 deals with web design, aesthetics and interconnection of objects. Web 2.0 websites allow users to do much more than read prewritten data. Web 2.0 gives the user a completely new user-interface that's totally maintained inside their browser window. Web 2.0 introduced client-side/web browser technology standards such as Ajax (Asynchronous JavaScript and XML), Adobe extensions and many UI's. This article provides a few good examples of Web 2.0 in action, which is a plus when it comes to understanding a topic. Visual enhancements increase learnability two-fold.