



# E-Commerce

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# Agenda

- Announcements
- Contact Information Sheet
- Attendance
- Go over syllabus and outline
- On with the class



# The Busy Stuff

- Announcements
- Contact Information Sheet
- Attendance



# Course & Class

- Course syllabus
- Outline overview...



# Outline Review

- Week 1: How the Web works
- Week 2: Understanding E-Commerce
- Week 3: Types of E-Commerce Solutions
- Week 4: Strategies
- Week 5: Understanding User Behavior
- Week 6: Marketing Techniques



# Introductions

- Instructor
  - Who is this guy?
- Class
  - Who are you?
  - What experience do you have with the Web?
  - What do want to learn from this class?



# Class Rules

- All opinions are honored
- We agree to disagree
- Stay on topic
- Share the time



# Important Things to Remember

- There are no tests – ever!
- You should learn what you want to learn
- We will learn from everyone
  - We will learn together
  - We will do almost all exercises as a group
- Always ask questions
- This will be fun!



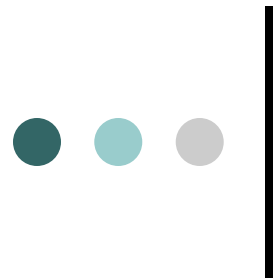


# Group Question

- What, specifically, do you want to learn in this class
- 2 questions per person



On with the class



# Today, we will cover...

- Web vs. Web sites
- Define **servers** and **browsers**
- Deconstruct a URL
- Creating a Web page
- Used HTML tags
- Creating a Web Page
- Inserting an image into a Web page
- Steps in Web development process



# What is a Web page?

- Document
- Viewable by a browser
- Contains:
  - Text
  - Images
  - Other code
- Web sites are collections of Web pages



# Servers

- Computer software
  - Or computer that has such software
- That delivers files, such as Web pages
- Client: computer that requests files



## Question:

- What types of files might be sent by a server to a client?
- A client does not have to be a person



# What makes up a Web page?

- HTML
- JavaScript
- CSS
- Other scripts and files



# What is HTML?

- Hypertext Transfer Markup Language
  - Current version is XHTML
  - HTML5 due out in 2012
- Tag-based language
- Starts and stops activity by using tags





# Exercise

- Create a Web page
  - Break into lines and paragraphs
    - `<p></p>`
    - `<br />`
  - Bold some text
  - Italicize some text
- Extra credit
  - Add the other relevant tags



# More HTML

Images and links



# Images

- Called using an `<img />` tag
- Uses `src` *attribute*
  - ``

So, what's legal?



# Links

- The core of the World Wide Web
- Uses an **anchor** tag
  - `<a />`
- Example
  - `<a href="http://www.w3schools.com/">W3C Schools</a>`
  - `<a href="#bob">More about Bob</a>`
    - `<a name="bob"></a>`
  - `<a href="mailto:MontetJ@westernnc.edu">Email Me</a>`

So, what's legal?