Chapter IX

Uploading and Testing Your Web Portfolio Site

Introduction

You have come a long way in your journey; the end is near, and it is time to take your Web portfolio site and present it to the world. This stage is a critical one. If the Web portfolio does not make it to the Internet, it loses its portability and fails as an on-demand communication. In this chapter we will explore the steps needed in purchasing a domain name for your Web portfolio, securing a host and Web space, and uploading site files using FTP. We will also cover how to set up a site in Dreamweaver so the uploading and future edits are easy. Finally in the chapter, we discuss usability heuristics and how they can be used to measure the effectiveness of the Web portfolio. We review some of the usability theories provided by Nielsen and Molich and adapt them to fit a model for the Web portfolio.
What You Need to Put Your Portfolio on the Web

Hosts and ISPs

To simply get access to the World Wide Web from your home or office, you need to have an Internet Service Provider (ISP). You pay the Internet service provider for access to the Internet and they provide you with the connection you need to be wired to the Internet. The Internet service provider may give you access to the Web using a variety of methods. Each ISP charges you to use one method of getting on the Internet. This method is a hardware telecommunications channel that is paid by the user for access to a host server. Today, people get onto the Internet by using dial up, DSL (digital satellite line), cable modem, or dedicated T line. Geography dictates availability of different telecommunications channel’s for Web access. Most metropolitan areas provide a choice of any of the channels listed earlier. Each service varies with location and cost. Speeds also vary. More remote areas may only have dial up access using standard telephone connections at 56 kb per second while metropolitan area Web users will have speeds from 1 MB per second on average from DSL to 1.5 MB and faster from cable modem connections. Access time is not only important when surfing the Web but also when you are uploading files or downloading files from the Internet.

The Structure of the World Wide Web and Hosts

The world wide Web consists of millions of computers that are interconnected over a distributed network. The population of computers is broken down into two groups: clients and servers. All servers on the Web can be hit by any client browsing the Web (Arpajian, 1996). This means that your Web portfolio needs a server to reside on so that clients can hit your Web portfolio site or any Web site. That’s where hosts come in. Slice that we outlined earlier as hosts but are really specialized for Web portfolios. A true most provides a Web-based control panel which allows more extensive site manipulation and many technical templated features. These features may include SQL Server capabilities, chat rooms or message boards, hit counters, CGI scripts, and customized FTP settings for uploading files and securing folders. All hosts will provide server