**Improving/Maintaining and Tracking Users Resources**

**Google Analytics**

* <http://www.google.com/analytics/ce/nrs/>
* Anyone can sign up for the standard service for free (<http://www.google.com/analytics/ce/nrs/standard/>)
* This will provide information about users visiting your site such as:
  + # of sessions
  + Average session duration
  + User information

**Deploying/Publishing Sites**

If you choose not to use the free website available to students, you can sign up for an external hosting service. Most services will charge a monthly hosting fee and additional charges for your domain name.

There are a few options for domain names:

1. Search a site such as Network Solutions to find and “lease” your unique domain name (e.g. [www.myname.com](http://www.myname.com))
2. Use the sub domain name from the hosting company. For example, if you sign up with a company such as BlueHost, you can use their domain name to create a site: [www.myname.bluehost.com](http://www.myname.bluehost.com)

You will also need an ftp client to upload your files to the hosting company. Expressions has a built in ftp client or there are many available for free online (e.g. FileZilla)

**Maintaining/Updating Websites**

Once your website has been uploaded:

1. Methodically test every feature of the site to ensure everything was transferred correctly. For example, if you are using JavaScript, ensure that it is functioning correctly.
2. Submit the URL of your homepage to be indexed on Google, Bing, etc. Once the homepage URL is submitted, a “robot” or “crawler” will index all pages of your website and will then periodically update the indexing.
   1. Google: [www.google.com/addurl](http://www.google.com/addurl)
   2. Bing: [www.bing.com/toolbox/submit-site-url](http://www.bing.com/toolbox/submit-site-url)
3. Maintain Site

Google provides a good resource for webmasters to maintain their site

* [www.google.com/webmasters](http://www.google.com/webmasters)
* Monitors site for errors, security issues, mobile usability, crawler errors, etc.

There are other resources that will “grade” your site and provide feedback on how to improve the functionality and usability of the site.

* [www.freegrader.com](http://www.freegrader.com)
* [www.woorank.com](http://www.woorank.com)

1. Mobile Friendly/Responsive Design

You also need to evaluate your site to see if it is mobile friendly. Google just updated their search algorithm to rank mobile ready sites higher than others on mobile device searches.

Here are a few resources to try out:

<https://www.google.com/webmasters/tools/mobile-friendly/>

<http://responsivedesignchecker.com/>