

CSE/BIS 197: Search Engine Strategies, Fall 2006

Homework 1 Build and Monitor Your Own Web Site Due: Oct. 3rd, 2006

In this homework, you are to construct a simple web site as a test bed for future SEM topics to be discussed in class. You have two tasks:

A. Construct a web site

You do NOT need to build a complicated web site. You could even construct just a web page. Fill in the web page with any information you would like to put there, such as a brief introduction to yourself, or a collection of links to articles you find interesting, etc.

You could use any tool you would like to help you construct the web site. Some popular tools are:

[Microsoft FrontPage](#) (you should have access to it through campus network)

[Macromedia Dreamweaver](#) (you should have access to it through campus network)

You could start your work by following the university's tutorial:

<http://www3.lehigh.edu/support/design/templates/default.asp>

There are also tutorials on how to build a web site using the software mentioned above, some examples are:

[FrontPage Tutorial](#)

[DreamWeaver Tutorial](#)¹

If you don't want to use help from web development tools, here is a simple [tutorial](#) for creating a simple HTML web page.

¹ Please remember that the goal of this exercise is merely to let you have an online existence for the next step, site analysis. Therefore, do NOT spend too much time on designing a complicated web site. You only need to follow the basic chapter of these tutorials if you choose to use them as your guide

B. Site Analysis

After you have successfully constructed your home page, you will need to install a web analytics tool to monitor your site performance. We have some freeware / free trial software listed below, but feel free to use other tools that you prefer:

1. [Google Analytics](#), Free
2. [StarCounter](#), Free
3. [OneStat](#), the eBusiness suite trial version should be sufficient for your homework
4. [ShinyStat](#), Free trial

The first two tools provide invisible site counters while the latter two generate visible ones. All four require you to create an account and put some JavaScript on every page you want to monitor. This should not be a problem with your small web site for now, but it would be a big drawback for sites with many pages, such as department web sites.

Side note:

An alternative to hosted analytics services like those above is to analyze the web server logs that are generated on every web request. If you have access to the web logs, you can run [log analysis programs](#) (or perhaps even write your own!) such as:

1. [The Webalizer](#)
2. [Analog](#)
3. [AWStats](#)

These are free packages; there are many other commercial analysis packages as well.

Once you finished installing the analytics tool, you can start gathering traffic data about your web site.

C. Deliverables

By noon of Tuesday, Oct. 3rd, Please submit your report to the blackboard digital drop box. In your report, please:

- A. List the URL of your web site;
- B. Summarize the activities to your web site in the last few days (starting from the day your site is created—if your site is created more than a week ago, just include activities during the last week). At minimum, extract or copy the information from one or more site reports (provided by the analytics tool you used) that includes the number of visitors and at least one other factor (e.g., referral pages, or locations of visitors, etc.).