



Marketing yourself online

Part 2: Building your personal website

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▶ Part 2: Building your personal website

1. Learn the language(s)
2. Choose a content management system
3. Choose a hosting provider
4. Choose a domain name provider

Elements of a web page

About Me

Since 2008 I have been an MS / PhD student in the [Mechatronics and Haptic Interface Lab](#) (MAHI Lab) at [Rice University](#), where I specialize in improving and validating shared control haptic guidance paradigms for robot-mediated training. I am also a senior leader for [Rice Outdoor Programs and Education](#) (ROPE) and a freelance/pro bono developer. My interests outside of lab include rock climbing, traveling, photography contributing to [Drupal](#), and spending time with my [wonderful girlfriend](#).

Research

Master's Thesis: Implementation and Analysis of Shared-control Guidance Paradigms for Improved Robot-mediated Training

MAHI Lab, 2008-Present

Many dynamic tasks have a clearly defined optimal trajectory or strategy for completion. Humans discover this strategy naturally through practice, but actively teaching it to them will increase performance improvement. Haptic devices, which provide force feedback to an operator, can help participants through the optimal completion of a task, but this alone does not ensure that the optimal control strategy. In fact, participants may become dependent on this guidance to complete the task. This research focuses on developing and testing ways in which guidance can be modulated such that it provides proper task completion strategy without physically dominating the operator and thus encourages independent learning. These guidance schemes may also be applied to the real-time execution of tasks in order to generate task completion strategies to a user without allowing the computer to physically dominate the user.

Styling

Structure

Content

Wax philosophical... “Separation of presentation and content” – separation of concerns

Markup structures the content

Styling makes it look good



HTML is the language of the web. Well, not exactly a language- a markup system. Basically, a way of lending structure to content.



Shows markup unrendered and rendered



Lingua franca – invented when developers realized that HTML was a great way to communicate information to people, but not such a great way to communicate between computers. For the purposes of this presentation, I will only teach HTML- if there's time at the end I'll cover some of the differences between HTML and XHTML



Point is you can change how it looks on a whim, without having to change the content or markup. Example- if you think these buildings would look better in a different color, you don't have to go all the way back to Venice and repaint them- you just use Photoshop.



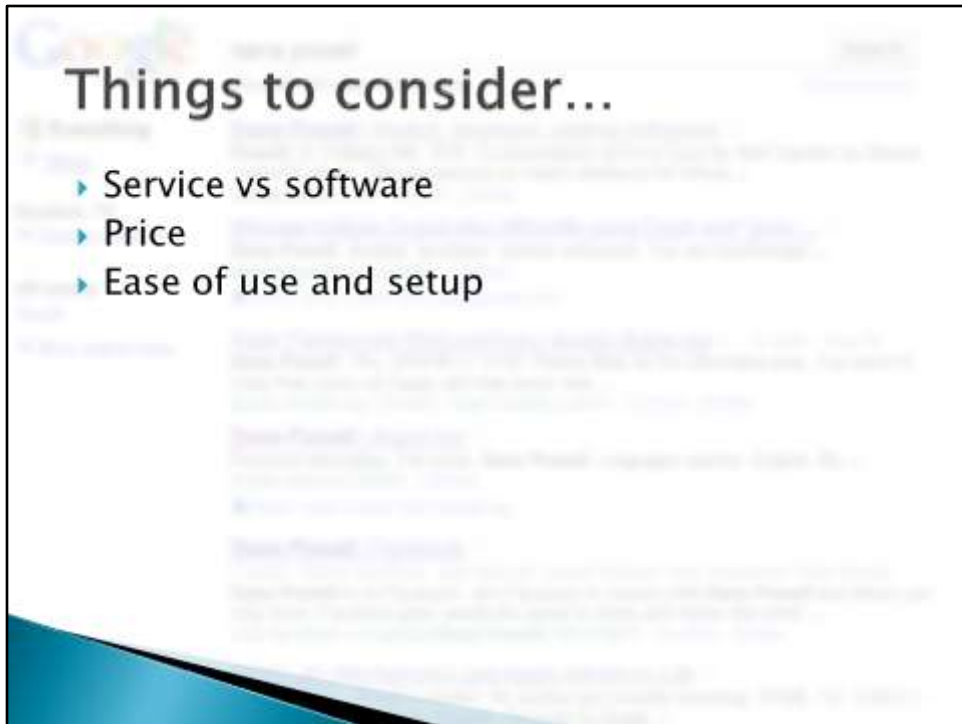
Note that this isn't meant to be comprehensive- it's just enough to get you started and to tweak CMS themes

Content Management Systems (CMS)

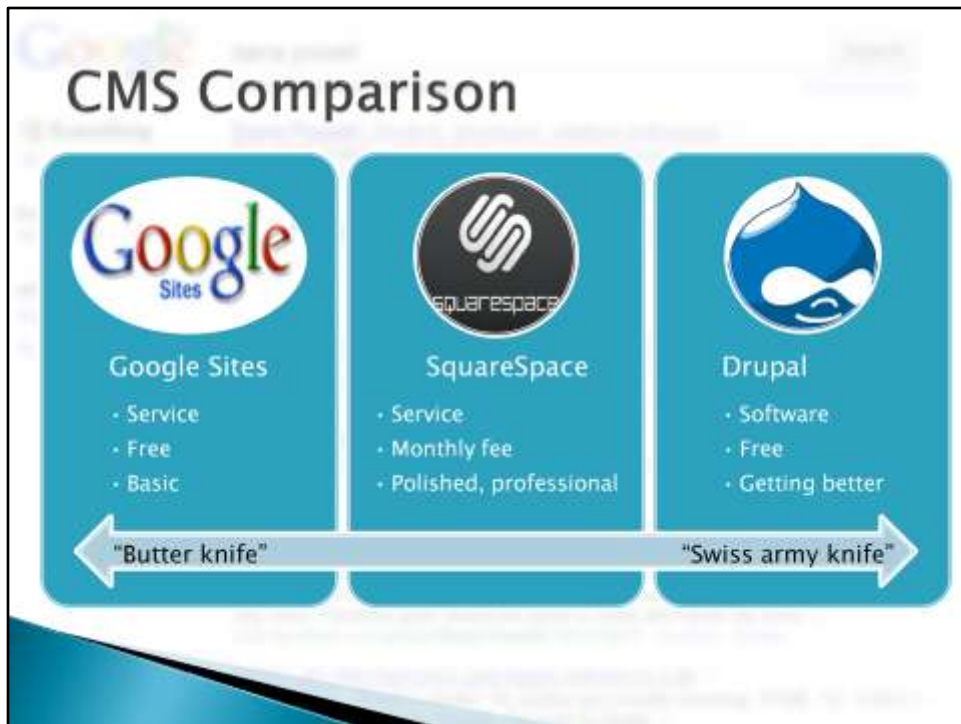
- › Content stored in a database as “nodes”
- › Nodes are filtered through a series of modules to provide structure
- › Nodes are styled by themes

A CMS allows you to...

- ▶ Harness the power of existing themes and plugins
- ▶ Make changes anywhere, anytime, without special software
- ▶ Keep things organized



Service vs software- versatility, portability, control of data



Only going to guide you through Google sites today – same principles should apply to other providers

How to choose a hosting provider

▶ Shared Hosts

- Language and database support
 - PHP, ASP, MySQL
- Speed and reliability
- Disk, database, and bandwidth quotas
- Prices: \$5-15 / month

▶ Virtual Private Servers

- Operating system
- Disk, RAM, processor, and bandwidth quotas
- Prices: \$20+ / month
- Recommended: linode.com

How to choose a domain name provider

- ▶ Price
- ▶ Price
- ▶ Price*

*Reputation, privacy guards, and MX records are also important

Recommended combination

- ▶ Domain registration: Netfirms (\$7 / year)
- ▶ Web hosting: Google Sites (free)
- ▶ Email filtering: Google Apps (free)