



Tuesday, 25 January 2005

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WEBSITE DESIGN
VERY COMPETITIVE PRICES
(Website redesigning, registering, maintenance)

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Svatava Website Development

updated to demonstrate XML/RSS feed

As my intention is to establish myself as a good web master/website designer to be professionally connected with this trade industry I have chosen rather comprehensive structure of my website "to show that I can do it all" and that I am flexible enough to satisfy demands of different kinds of customers for websites ranging from personal individualised hobby driven sites to advanced commercial sites (small businesses).

I have received in April 2002 from Barnfield Technology Centre (Centre of Vocational Excellence) an Award For Outstanding Achievement sponsored by OCR (Oxford Cambridge and RSA Examinations). It is based on commercial website design dealing with jewellery (included in the Projects). The opportunity was given to me by The Phelans - Goldsmiths and Jewellers despite of the fact that they themselves had no intention to go online. I would like to thank to them for all the support, also accessibility to advanced equipment (JVC cameras, scanners etc).

Purpose and objectives

The main purpose of commercial sites is naturally marketing products and services to the customers. Marketing generally includes wide range of means and ways to achieve its main purpose: sale of top quality products not just for profit itself but also to the highest satisfaction of the customers. There is quite a large scale of media how to achieve this aim: e.g. commercials on TV, videos, billboards and the sides of cars and buses, shopping windows, direct mail catalogues.

Web offers businesses a new marketing medium by means of adequately and purposefully designed websites with accent on the suitability and carefully chosen content and information. Such a way target the audience very specifically to attract their attention and increase the desire and interest "to buy" product and services. That's why the ultimate sense of a good business site should be automated sales medium.

It can be implemented by basic concept overtaken from the mail order business model: The proprietor (owner) "creates" a website which contains an online catalogue and shopping cart system, where the visitors check-in and check-out, whether set-up simply or sophisticated navigational design linking to secure commerce systems. The most advanced sites are generating database-driven web pages.

A justification of domain name

"Domain name" is defined by InterNic as a familiar string of letters (svatava.co.uk) to be used for Internet address (IP) instead of 32-bit numbers, normally written as 4 octets (in decimal) e.g. 128.6.4.7. It is a "mnemonic device" that makes Internet

addresses easier to remember. Converting (translating) domain name into the unique IP number is called "resolving the domain name".

Important aspect is so called "universal resolvability". There are 13 special computers - name servers called root servers. They are coordinated by ICANN and distributed around the world. The root servers contain IP addresses (databases) of all the top level domains (.com, .org, etc.). Nevertheless distributed all over the Internet there are "Domain Name Resolvers" that download the information from the root servers and are mostly located with ISPs or institutional networks. They are used to respond to a user's request and issue the corresponding IP address.

Software (Programs) used for HTML coding and Graphics Design

Macromedia Dreamweaver MX - top rated visual program for extensibility to write own scripts

While using Dreamweaver I have appreciated mainly the fact that it is possible to use text editor and insert HTML codes, especially full java scripts and applets manually. It is the best of "both worlds" solution for developers, who still like to work with raw HTML code (latest 4.01 HTML).

Cascading Style Sheets - CSS1 and partially CSS2 are attached to the structured documents.

Adobe Photoshop

for scanning and initial graphics design

Macromedia Flash MX as the latest standard for delivering animation, video and sounds (multimedia), also action scripts for forms and connection to databases.

Importing still images, video clips and e-mail shots from JVC cameras

Publishing

Choosing an ISP (Internet Services Provider) for Hosting your website on their server
Uploading your website with ftp (File Transfer Protocol) using WS-ftp program,
maintaining your site if required.

Registering your site

"Registering your site" can mean two different things. If you want your own domain name, it must be registered with ICANN (see above) through one of the registration services, often your ISP will do it for you.

Often it refers to registration with search engines and directories. A directory (e.g. Yahoo!) is a listing of category headings with Websites listed under the given category. Search engines are looking for an index Websites on the Internet according

to keywords. A search engine scans its database and returns a list of successful matches. Search engine use software robots to survey the Web and build their databases. Web documents are retrieved and indexed. It is similar to a library query service. There are many search engines on the Internet; some are better than others. Some are better for specialised services, some hold different information. A comprehensive list of at least 800 search engines and directories can be found at www.beaucoup.com

Within the top 25 belongs: Yahoo!, Google, Lycos, Excite, Go.com, InfoSpace and Ask Jeeves.

Search engines are of great importance to Webmasters and Internet marketers. When knowledgeable Webmasters build their Websites, they use the meta tag keywords on each page and insert the relevant keywords for that page. When search engine indexes sites, it automatically grabs the keywords from meta tags ("spider" engines).
Go top!

XML

This XML file does not appear to have any style information associated with it. The document tree is shown below.

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- <rss version="2.0">
  - <channel>
    <title>Svatava Website Design with aspect to RSS</title>
    - <copyright>
      Copyright (c) 2005 Svatava Website Design. All rights reserved.
    </copyright>
    <link>http://www.svatava.co.uk/</link>
    - <description>
      Svatava Website Design intends to include new resource of information "Real Simple Syndication" as
      a new feed/format to publish articles and news in order to promote XML/RSS as a service to
      customers when required
    </description>
    <language>en-gb</language>
    <lastBuildDate>Fri, 18 Feb 2005 01:54:07 GMT</lastBuildDate>
    - <image>
      <title>Svatava Logo</title>
      <width>130</width>
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      <link>http://www.svatava.co.uk/</link>
      <url>http://www.svatava.co.uk/rss/logorss.jpg</url>
    </image>
    <webMaster>svatava.towndrow@svatava.demon.co.uk</webMaster>
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      <guid>http://www.svatava.co.uk/rss/development</guid>
      <pubDate>Fri, 18 Feb 2005 00:31:09 GMT</pubDate>
      - <description>
        Svatava Website Development is summarising items/services that she offers to the customers.
        NOW even syndicated!
      </description>
    </item>
    - <item>
      <title>Svatava Website Development</title>
      <link>http://www.svatava.co.uk/information.htm</link>
      <guid>http://www.svatava.co.uk/information</guid>
      <pubDate>Fri, 18 Feb 2005 00:31:09 GMT</pubDate>
      - <description>
        Svatava Website Development is summarising items/services that she offers to the customers.
        NOW even syndicated!
      </description>
    </item>
  </channel>
</rss>

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Web Services (Summary)

Website Design Service

Personal/Company Identification: Logo (static, animated); Business Card
Page layout, display: graphics, navigation, backgrounds, fonts, forms, frames etc
Redesigning your existing website
Weblog site with Radio UserLand

Custom design and style based on the concrete, agreed content according to the demands and purpose/type of the site (hobby driven, advertising, online catalogue, brochure type, sale, services...)

Publishing Services

Choosing your ISP for Hosting your website on their servers
Uploading your website to ftp server
Registering your domain name with ICANN or through one of the registration services (Nominet)
Registering your website with search engines and directories (unpaid, paid)

Marketing and Promotional Services

Optimisation with search engines and directories (titles, meta-tags)
E-commerce (with Eudora, Thunderbird, Microsoft Outlook Express, Netscape's Messenger)
Advertising (banners, flyers, online classifieds, affiliate programs, newsletters, mailing lists, viral marketing, press releases syndication (RSS))
Promoting with RSS (Really Simple Syndication) - creating RSS feeds by hand or with Radio UserLand, also advice on my.yahoo page

Website Maintenance

Updating your site is of a great importance as search engines often refreshes their databases and RSS news feeds permanently update posts ('blogs are chronological and event oriented)

Curriculum Vitae

PERSONAL DETAILS

NAME Svatava TOWNDROW

ADDRESS 69 Birchen Grove
Luton
Bedfordshire LU2 7TL

DATE OF BIRTH 23/04/38

NATIONALITY British (Czech origin)

TEL HOME 01582 413268

E-MAIL ADDRESS svatava.towndrow@svatava.demon.co.uk

EDUCATION

Schools	Dates	Exams/Qualifications
Barnfield College New Bedford Road Luton LU2 7BF	03/00-09/00 09/99-02/00	Integrated Business Technology RSA III (Fast Track) Integrated Business Technology RSA II
Barnfield Tech Centre Enterprise Way Luton LU3 4BU	09/99-02/99 09/00-02/01 09/01-06/02	Internet Technology I Internet Technology II Internet Technology III (Web Master)
College of NE London Bounds Green Centre	1992-1993	City & Guilds 726/Programming in Cobol I and II IT Certificate in module: Programming and Coding in Cobol
College of NE London Tottenham Centre	1992-1993	RSA CLAIT II (Computer Literacy and Information Technology) Exam series/session '91-'92
Enfield College Middlesex EN3 5HA	1991-1993	London Chamber of Commerce (LCCI)Business Administration Course NCVQ/Unit Certificate/Information & Text Processing
College of NE London Bounds Green Centre	1990-1992	Pitman Word Processing Certificate Elementary – First Class Pass Intermediate – First Class Pass RSA CLAIT Stage I Distinction

FURTHER EDUCATION

University of J E Purkyne Czechoslovakia	1982-1982 1956-1961	PhD (Diploma) Graduate (Diploma) Comparative Linguistics and Literature)
Secondary Grammar School Czechoslovakia	1952-1956	General Certificate of Education in: Mathematics, History, Czech and Russian Languages (equivalent to GCSE)

Languages: Czech, English
Russian

EMPLOYMENT HISTORY

Name and Address	Dates	Position/Duties
Abacus House Dudley Road Luton LU2 0NS	07/94-2001	Computer Services Bureau (day shifts, night shifts, P/T) database data entry: specialized software running under UNIX
The Training Network Group 196 Great Cambridge Rd Enfield EN1 1RP (Provider)	09/93-01/94 02/94-03/94	Word Processing Operator (temp) creating, processing documents of all kinds (training materials, mails shots, CV's, forms etc), dBase III PLUS Mailing System
Network Projects Training 196 Great Cambridge Rd Enfield EN1 1RP (Provider)	10/92-09/93	Participant of Community Action/Training For Work scheme administrative (computerized) support for staff, training other participants
Parkfield Group plc New Southgate N11	1990-06/90	Warehouse Assistant Video Distribution stock control/dispatching orders/VDU-CFL software for stock New Southgate N11 adjustments, stocktaking etc
J & W Parker & Co Ltd	1988-1989	Storekeeper, including issuing material, book keeping, Cushion Manufacturers stock control

In 1986 – 1987 I worked in a patisserie, making pastry, using a range of machinery etc.
When living in Czechoslovakia, I taught at several Secondary Schools (1961 – 1986), mostly humanitarian subjects.

HARDWARE USED

Standalone, menu and DOS driven: Opus PCV, RM Nimbus, IBM PC, XT, AT, Aptiva, Olivetti PCP100, Armstrad, DELL 486/50 (Windows), Watford Electronics Aries Lite a400K; Elonex PC DOS V4.01 (non-dedicated)/Samsung/Hyundai /EveshamVale/Toshiba workstations linked to NetWare, Novel 32 IPX/SPX
Douglas Donnel's Gold system (Abacus Accountancy System)
Printers: dot matrix Epsom XL-800/lq-2500, HP LaserJet II/III, Panasonic KX-P1124I, Epson Stylus 750

APPLICATIONS (microcomputer)

Microsoft Office 97 (Word, Excel, Access)
WordPerfect v5.0 (inc. merge, doc_assembly, graphing, macros)
dBase III Plus (custom screen designs, reports, labels, interfacing with WP)
Spreadsheet Lotus 1-2-3, QuatroPro, SuperCalc 5 (inc Lotus database, graphing, commands macros, transferring)
Operating Systems: MS-DOS (advanced); UNIX (multiuser), Windows 95/98/2000
Internet Tools (e.g. Eudora, WS_FTP, Web Authoring programs, e.g. Macromedia's Dreamweaver)

INTERESTS AND HOBBIES

Information Technology and computers, and everything that gives me an insight into the English culture and lifestyle.

REFERENCES(available on request)