

Web Site Management

Youngdong University
Park, Choong Shik

Contents

☞ What's Web Site Mgt. ?

☞ Web Site Management

☞ Web Site Mgt. Tools:
Categories

☞ Site creation

☞ Quality control

☞ Traffic analysis

☞ Performance monitoring

☞ Bandwidth management

☞ Workgroup
management/version
control

☞ Web problems

☞ Web Eng.

☞ More

☞ WWW for Academic
Societies

☞ References

☞ Resources

What's Web Site Management(1)

- 📄 Web Management
- 📄 Web Development
- 📄 Web Engineering
- 📄 Web Creation
- 📄 Web Maintenance

What's Web Site Management(2)

Web Site Development(Management)

- Web Creation
- **Web Maintenance(Management)**

Web Engineering

Web Site Management

- 📄 Keep server run
- 📄 Check all resources: dead links
- 📄 Archiving log files
- 📄 Analyzing access data to identify problems and popular resources
- 📄 Mirroring site
- 📄 Regularly re-indexing the site
- 📄 Promoting and advertising the site

Web Site Mgt. Tools: Categories

- 📄 Site creation
- 📄 Quality control
- 📄 Traffic analysis
- 📄 Performance monitoring
- 📄 Bandwidth management
- 📄 Workgroup management/version control

Site creation

(Integrated Web Authoring tools)

📄 Haht site(Haht Software)

(<http://www.haht.com/>)

📄 Fusion(NetObjects)

(<http://www.netobjects.com/>)

Quality control(1)

- 📄 How does it help find and repair broken links ?
- 📄 Can it locate outdated files ?
- 📄 Can it test for slow-loading files ?
- 📄 What errors can it detect in HTML code ?
 - Duplicated title tags
 - Incomplete or missing head information
 - Images with missing alt, height, or width tags
- 📄 Does it support selective scanning ?
 - Filtering by directory, file type, or number of link levels
- 📄 How does it display a site's structure ?
- 📄 How will the product scale as your Web site grows ?
- 📄 Can it support form-generated CGI content ?

Quality control(2)

(Web content management tools)

(Link checkers and Site mappers)

📄 Astra SiteManager(Mercury Interactive)

(<http://www.merc-int.com/>)

📄 SiteSweeper(Site Technologies)

(<http://www.sitetech.com/>)

Traffic analysis tools

(Log File Analyzer)

- ☞ Can it read and synthesize extended log file format ?
- ☞ Can it merge logs from multiple servers ?
- ☞ What methods does it support for accessing access log ?
- ☞ Does it include a scheduler function for prearranging future reports ?
- ☞ Does it support real-time reporting of log file data ?
- ☞ How customizable are the reports it generate ?
- ☞ Automatic conversion of IP to domain name
- ☞ Report delivery via e-mail
- ☞ The capability output reports in non-HTML text formats, spreadsheet or word-processor formats.
- ☞ Analyzer for error logs

Performance monitors

 Webwatcher (Avesta)

(<http://www.avesta.com/>)

 WebSniffer(Network Associates)

(<http://www.nai.com/>)

Bandwidth managers

📄 Web Server Director(RND Network)

(<http://www.rnd-home.com/>)

Hardware-based

📄 Dispatch(Resonate)

(<http://www.resonate.com/>)

Software-based

Workgroup management and version control tools

 Web Integrity(MKS)

(<http://www.mks.com/>)

 BuildIT(Wallop Software)

(<http://www.wallop.co/>)

Comprehensive enterprise development systems

☰ StroyServer(Vignette)

(<http://www.vignette.com/>)


☰ DynaBase(Inso)

(<http://www.inso.com/>)

Web Engineering(1)

 Standards

 Active Contents

 Browser, Server, Authoring Tools

 Search Engines

Web Engineering(2)

Client side

- HTML: CSS, DHTML
- SGML: DSSSL
- XML: XSL
- CDF/RDF
- Java Applet

Server side

- Java Sevelt
- CGI
- ISAPI
- ASP
- Script Language

Web Problems

 Growth

 Security

 Bandwidth

 Dynamic contents(web application)

 Multimedia

More

📄 Collaborative authoring

📄 Intelligent web

📄 New standards

📄 Easy Web tool

📄 Object-oriented web:

CORBA(COM/DCOM), component-based

📄 many Toolkits

WWW for Academic Societies

- ☞ 체계화된 자료정리(주제자료, Calendar 기능, 연구지원에 관한 자료 등)
- ☞ 연구용 소프트웨어 공유(개발도구, Survey 도구 등)
- ☞ 뉴스그룹/Push Service
- ☞ 논문심사, 학술대회 등 학회 업무: 신청/처리/결과 (Intranet/Workflow)
- ☞ 온라인 공동교습 튜토리얼 강좌
- ☞ 토론그룹형성
- ☞ 패널에 의한 Q/A제공(Help Desk)
- ☞ WWW 백과사전/용어사전
(cf: Principia Cybernetica Web, <http://pespmc1.vub.ac.be/>)
- ☞ 연구지원틀 위한 지식관리
(Organizational Learning/Knowledge Management)

References

- 📄 Phil Keppeler, Web Site Management Strategies, Network Magazine August 1998, pp.32
- 📄 George Jankovic and Larry Black, Engineering a Web Site, IEEE Spectrum November 1996. pp.62-69.
- 📄 Dan Mosedale, William Foss, and Rob McCool, Lessons Learned Administrating Netscape;s Internet Site, IEEE Internet Computing MAR/APR 1997. pp.28 - 35
- 📄 Avel D. Rubin and Daniel E. Geer jr, A Survey of Web Security, IEEE Computer September 1998. pp. 34-40

Resources

Information about HTTP

www.w3.org/Protocols/HTTP/HTTP2.html

free and commercial log analyzers

www.hypernews.org/HyperNews/get/www/log-analyzers.htm

resources for the Webmaster

www.fas.org/cp/cybrtool.htm