BUILD A BETTER SITE

Specialist tips, top tools and practical help

WEB DESIGN & HOSTING Q&A

Your questions answered by professional experts. **This issue: the support team at Patchman Hosting** (**www.patchman-hosting.co.uk**)

PATCHMAN WEB HOSTING

Q I've been told that WordPress is designed for blogging, and that other tools, such as Joomla, are better for building websites. Should I stick with WordPress for my site or switch?

Barry Clark, via email

A We suggest sticking with what you know. WordPress is not only a great blogging tool but also excellent for designing websites. It's fully customisable using powerful paid-for and free plug-ins, and there are some very impressive themes for it. Joomla is better at community driven websites and comes with everything WordPress has to offer, but the control panel is trickier to navigate and you can easily get lost. Unless there is a plug-in or feature in Joomla that you can't get for WordPress, we see no reason to change.

Q What do the phrases White Hat SEO and Black Hat SEO mean?

Colin, Web User Forums

A White Hat SEO (search-engine optimisation) is a legitimate way to push your site up the results pages. Black Hat SEO involves techniques that are deemed unethical.

In the past, people would use hidden text to trick search engines into thinking that words or phrases appeared on a site. Link farms, spam blog posts and keyword stuffing are other Black Hat techniques.

You can legitimately improve your site's ranking by increasing the quality of its content, so it's more useful and better written. Analyse your keywords with Google's Keyword Planner (bit.ly/keyword328), which helps you select keywords for your site and audience. Google Webmaster Tools (bit.ly/wmtools328) can monitor your website and check that it's healthy.

<TOP TIPS>

Build a website offline
If you'd rather use installed software than an online site-building tool such as WordPress, Incomedia Website X5 version 10 (www.websitex5.com) has everything you'll need included in the box, from templates to an FTP (File Transfer Protocol) tool. There are four versions to suit different users, including a free one to get you started.
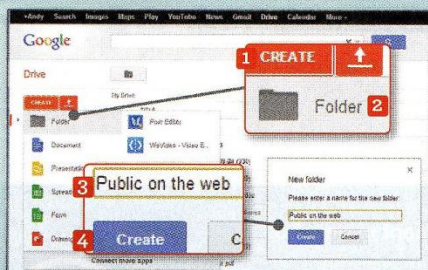
Animate your site with CSS3
CSS3 (the latest cascading style sheet standard) lets you control simple animations from your style sheet by adding a few lines of code to your CSS file. It can be used to animate any element of your page, including scrolling headlines and dancing images. CSS3 Animation Cheat Sheet (www.justinaguilar.com/animations) has examples of all the available animations, and instructions on how to use them.

Deal of the fortnight

Get 71 per cent off 12 months of GoDaddy's Economy hosting (uk.godaddy.com), which is down from £64.66 per year to just £18.58.

MINI WORKSHOP | Host a website on Google Drive for free

➔ **Google Drive: drive.google.com** | 🕐 **5 mins** | **Any web browser**

1 If you have a static site that you've created offline, you can host it on Google Drive for free. Click the Create button **1** and choose Folder. **2** Call the folder 'Public on the web' **3** and click Create. **4** Right-click the new folder and choose Share twice. Under 'Who has access', click Change and select 'Public on the web'.

2 Move to the new folder and click the Upload button. **1** Choose whether you want to upload individual files or a whole folder. **2** Find your HTML and CSS files, and upload them. Click the main HTML file (usually called index.html or similar), then click the Open button to view the code.

3 Click the Preview button to view the site. Copy the googledrive.com/host web address **1** and share it with anyone you'd like to visit your site. The URL is long, so consider converting it into a more memorable short one using a service such as Bitly (bitly.com).

Email us your website building questions at webuser@dennis.co.uk