

E-Commerce

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In last week's episode we...

- Outlined out plans for class
- Defined Web page
- Saw how they were built
- Discussed browsers and servers
- Looked at HTML

Today, we will cover...

- Building a Web page
 - Creating links
 - Inserting an image into a Web page
- Server-side coding
 - What kinds and how it works
- Databases
 - Structures needed for e-commerce
- Start on class project
- If time allows...(otherwise Week 4)
 - Domain names
 - IP address
 - How servers work with domains to resolve URLs

We hope to answer...

- Legal implications of getting images?
- How do you link your product information (pricing) to your Web site?
- How do you gather data in a database?
- How do domains/URLs work?

The image features a dark blue background with a dense field of white stars of varying sizes. A prominent horizontal band of a slightly darker blue color runs across the middle of the image. The text is centered within this band. On the left side, there are faint, glowing blue arcs that resemble constellations or orbital paths.

More HTML

Images and links

Images

- Called using an `` tag
- Uses `src` *attribute*
 - ``

So, what's legal?

Links

- The core of the World Wide Web
- Uses an **anchor** tag
 - `<a />`
- Example
 - `W3C Schools`
 - `More about Bob`
 - ``
 - `Email Me`

So, what's legal?



Server-side Coding

What's making everything work

Server-side coding

- Connect Web files to data
- Many kinds
 - PHP, ASP.NET, ASP (phasing-out), Java, ColdFusion, Ruby on Rails
 - .asp, .aspx, .php, .cfm, .jsp

Server-side coding

- Uses variables – remember algebra?
- Variables live in scope
- This is where the big expense lies!
 - Or the big bucks if you are a developer.