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**CREATING A WEBSITE FOR A SMALL BUSINESS**

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## **ABSTRACT**

This Bachelor thesis is about creating a website for a small business. Santakehys Oy is the company who commissioned this thesis. Santakehys Oy used to have a website under the domain name 'www.monalisa.fi'. This domain name is taken by another business and does not exist anymore under Santakehys. The current owner of the company wants to strength the business so that he decided to have a new website.

This thesis focused on two main thing. The first one is creating (developing) a website for Santakehys using Content Management System software like Wordpress and provide the customers with detailed information of the company products and services. The second one is integrating the created website with online social media sites like Facebook, LinkedIn, or others. This might help the company to advertise its products and services nationwide and easily interact with its customers.

As a result of this thesis, Santakehys Oy has a new website and it is delivered to commissioner. Also a Facebook fun page and a LinkedIn profile page have linked with the website. Here I would like to imply that, as social media sites are sites for interacting with the customers or any users, it is mandatory for the company at least to update the page and give the user updated information of the company.

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Keywords: Website, Wordpress, Facebook, LinkedIn, Content Management System

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# **1. INTRODUCTION**

Before I took this thesis subject, I participated in one project which involved upgrading one company's website to Wordpress and integrating the website with social networking sites. I did the project, which was given to us by our teacher, in the year 2010 with my classmates as a group project. I have learned a lot while I was doing the project and it encouraged me to choose this particular subject as my thesis work.

This Bachelor's thesis concentrates on creating a website for a small business. The work was commissioned by the owner of Santakehys Oy, Ilkka Miettunen. Santakehys Oy is a company who sale art frames and wood products in Rovaniemi area.

## **1.1Comissioner**

Santakehys was founded in 1994 in Rovaniemi and started its business by making art frames. The company was started as a family business and the ownership of the company had changed through time from one family member to another. Due to economical crisis and change of the ownership, the company has experienced ups and downs for some period of time and it was forced to stay out of the market. Finally in 2008 it showed tremendous progress.

Santakehys Oy used to have a website under the domain name 'www.Monalisa.fi'. I have done some checking and noticed that the domain name does not exist anymore under Santakehys. Because of the above mentioned reason, the company did not focus on the renewal of the website so that the domain name has expired and taken by someone else and the web content is destroyed. The current owner of the company, Ilkka Miettunen wants to develop the business and decided to have a new website.

## **1.2 Methodology**

There are different ways available to develop a website according to the knowledge that the developer has. In earlier time, it is common to have a technical knowledge to develop a website but these days there are lots of

content management systems coming out which helps to develop and manage a content of website without any technical knowledge.

Considering the fact that Santakehys has only one worker, I suggested to use content management system software like Wordpress for developing the website. Wordpress is one of content management system software which is an open source, user friendly, requires no technical knowledge and easy to use. Once you become familiar with it, it is easy to post or update posts without any complication. Wordpress allows its users to extend or modify what Wordpress does by adding Plugins.

When developing a website, one needs to put into consideration that what are the key factors in quality website. A good looking website with a combination of good content and terrible graphics is useless. In my opinion a quality website should have great graphics, worthwhile information (content) and easy to use are the most important factors.

Social media is way of communication with people via Internet to share information and resources. These days, small businesses use social media as way of advertising (Marketing) their company. They simply create page or an ad about their business on social media sites so that they can interact with other users and other business companies.

This thesis work concentrates on building a simple, easily updatable and manageable website for Santakehys and integrating the website with social media sites such as Facebook, LinkedIn or other. Integrating the website with social media helps the company to connect with the world easily, tell what the company does, has been doing and let know users what new features the company has this time and will have in the future.

The theory part of this thesis examines the different ways of building a website, what things are necessary for building a website, define content management system, similarities and differences of Content Management Software and some of social media sites.

## 2. WEBSITE

Most of the time people use the term webpage as a synonym for a website. A website is not the same as a webpage. Though the two terms are often used interchangeably, they should not be.

A website is a set of interconnected WebPages that have a collection of files and documents devoted to a single topic or several closely related topics. A website is generally located on the same server (It is a specific computer that is connected to the internet all the time), and prepared and maintained as a collection of information by a person, a group or organization. A website includes different WebPages like a home page, contact us page and more other pages. These different pages together make a Website. (Blogger.com, referred 28.01.2011).

A website can be (almost) anything that the author chooses. Every website has potential to provide unique and important human knowledge to the world, however different in appearance and information content, every publicly accessible site on the World Wide Web shares important components like unique website name, a recognized hypertext markup language, a computer that acts as a web server etc. (SEO Designers, referred 26.10.2010.)

Before creating a website, one should need to define the purpose of the website and figure out what the website does. Everything that one can do with their website must help people to understand its purpose. Who are the people that the developer of the website expects to visit the site? At least it is necessary to have a general idea of the potential audience otherwise it is like creating a website that one can have no idea about. (David 2010, 9-11.)

These days any one can have a website of their own. Some of the general interest websites include: a family website, a news website, a company website and a business website. Here the main question is why everyone needs a website? What is the importance of a website?

## **2.1 Importance of a website**

These days, everyone can get a website and there are millions of websites published every year because of the availability of many free software that helps to create a website. Let us take as an example a business website. Why do we need a business website? Business without website in today's market tends to lose large number of its potential customers. Having a website enables a small business to grow on a global scale rather than simply in the local or regional market. People from worldwide can visit the company's website, follow the goods and services provided and make a purchase decision. (Article base, referred 28.01.2011).

According to the article which is posted by Pigasus Infocorp (referred 26.10.2010.) the main point that keeps a business on to date is advertising. Advertising plays an important role in introducing businesses (products) to the customers. During the previous time, television, radio, news papers etc were the main media of advertising, as time have changed, the media of advertising have modified and it has now reached to computers.

A website has become the means of generating more business than any other medium of advertising .Having a website for a business can serve several different purposes. It can give customers a detailed description about the company and its products as well as it can be a way of promotion for the company's products. In brief, a website for a business is essential to increase ones profit by generating new business and also keeping ones existing customers up-to-date with any changes. (Pegasus Infocorp, referred 26.10.2010.)

## **2.2 Requirements to create a website**

There are different things needed for creating a website depending on the use that one need. People need websites for different purposes so that they create websites as their own need but all websites share the same requirements. In the very beginning, one can think about why she/he needs to have a website, what information is intended to deliver to the reader? Websites are the way of telling about the company to the users so that it is necessary to take time and



consider what information has to be on the website. Then one must have three main things to put a website on the internet: domain name, webhost and WebPages. (HowtoBuildaWebsite.com, referred 30.01.2011).

**Domain name:** - is a name for the website address. It uniquely identifies an internet protocol (IP) resource such as a website on the internet. There are different extensions such as .COM, .NET, .ORG, .FI and many others. InterNIC, which is a World Wide Generic Domains company, suggested that .COM be used primarily for commercial businesses, .NET for network related organizations and .ORG for non- profit organizations. All these .COM, .NET, .ORG are unrestricted open domains but .FI is restricted only for Finnish people. During previous time, .FI domain names were only admitted to company names or companies that owned trademarks but now private persons have also been apply for .FI domain names. (domainRegister.com; FICORA.fi, referred 30.01.2011).

**Webhost:**-stores your website so that when someone types in your domain name your website appears on their computer. This web hosting is usually done by a “hosting provider”. A hosting provider is simply a company that provides web hosting for their customers and makes your website available for the world to see. Ficora is used to the only company who provides the .FI domain name in Finland but now there are some reseller companies who act like an intermediary. (Article base, Referred 28.01.2011).

**Webpage:** - are pages of the website containing the content. A website can have one or more webpage grouped under the same domain name.

In my opinion, to make the website creation process easy it is necessary to have the domain name and the webhost ready. After preparing these two things, one can start to create the website. The question here is how can I create a website? Which software should be used? Which method should meet my knowledge?

## 2.3 Different ways to create a website

Choosing the way that one wants to use for the creation of their website is depending on the knowledge and the time that they have. In this sub chapter, we will see some of common ways that are available for creating a website.

### Free Coding

As the name implies, this method is free to code as ever one want. It does not provide the developer with any class library (like defining common variables) so it is on the developers' risk to pass the variables correctly. If one prefers to use free coding, they have full flexibility to use objects, functions and lots of pages as much as they want. (Manandhar, referred 27.10.2010.)

Free coding requires at least one of web development language like HTML, which is a document layout and hyperlink specification language, XHTML which is the extended version of HTML and other language as well. Free coding is a very time consuming way to create a website and it is followed by many developers but it depends on the nature of the project. (Musciano 2008, 8-10.)

Example of HTML code is:

```
<HTML>
  <HEAD>
    <TITLE>This is the title of your web page.</TITLE>
  </HEAD>
  <BODY BGCOLOR="WHITE" TEXT="RED">
    <P>
      <IMG ALT="Texas Aggies" SRC="catm.jpg" HEIGHT="100" ALIGN="TOP"
        BORDER="2" USPACE="10">
      <FONT FACE="ARIAL" SIZE="+2">
        This image has a border of two, and there are ten pixels of space
        both above and below it. Text is aligned at the top of the image.
      </FONT>
    <BR><BR>
      <IMG SRC="catm.jpg" HEIGHT="100" ALIGN="MIDDLE" BORDER="0"
        HSPACE="40">
      <FONT FACE="ARIAL" SIZE="+2" COLOR="BLUE">
        This image has no border and there are forty pixels of space to
        the right and left of it. Text is aligned in the middle of the
        image.
      </FONT>
    <BR><BR>
      <IMG SRC="catm.jpg" HEIGHT="100" ALIGN="RIGHT" BORDER="20">
      <FONT FACE="ARIAL" SIZE="+2" COLOR="BLACK">
        This image has a border of twenty. The image is aligned to the
        right of the text.
      </FONT>
    </P>
  </BODY>
</HTML>
```

Figure 1, HTML Source Code (Google Search, Referred 27.10.2010)

## Code Generator

This option of developing a website is very helpful if you have less time to finish your website. It requires understanding how the programming language works and you should have intermediate knowledge to edit it to fit your needs.

There are different codes generating software. Among those, the best known is Dreamweaver. "Dreamweaver is a professional- level software program product of adobe systems, Inc (formerly of macromedia) for use in designing, building and maintaining internet websites". (Brosnahan, referred 27.10.2010.)

Dreamweaver is a commonly used editor that allows the designer to see the rendered page while they are working on the code. The rendered page means that, what you see when you view the webpage in your browser. Dreamweaver guides through the process of website creation using its class library and it empowers designers and developers to build standards based websites with confidence. (About dreamweaver, referred 27.10.2010).

The general working area of Dreamweaver is:

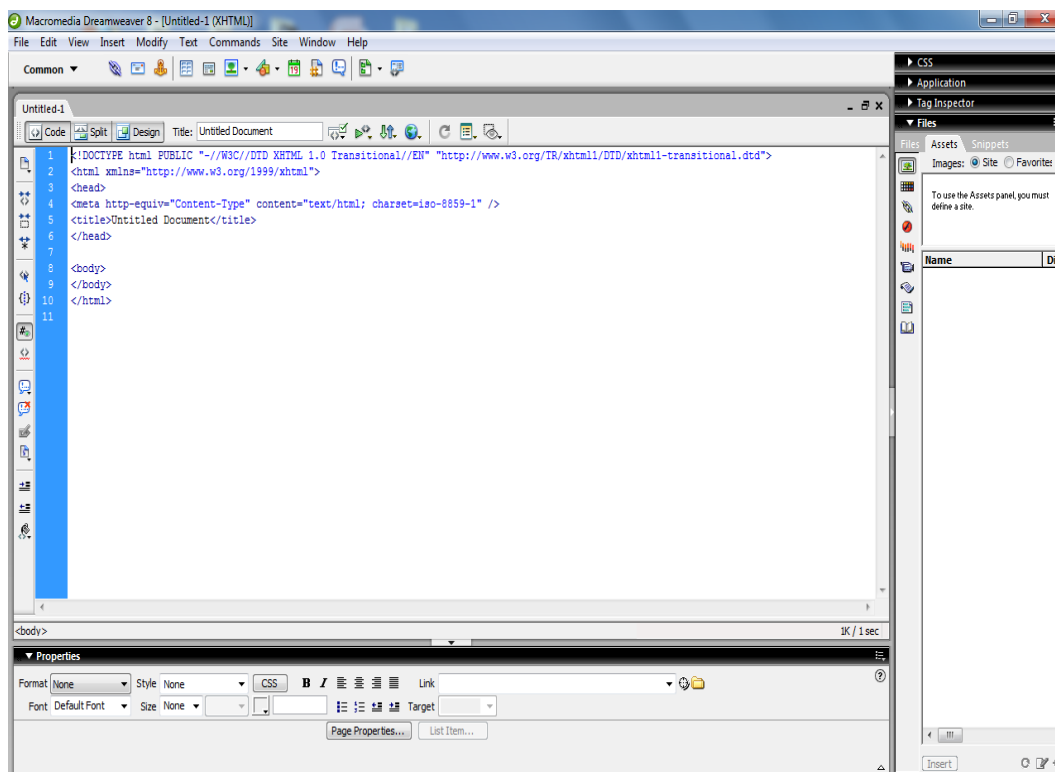


Figure 2, General view of Dreamweaver working area

## **Framework**

“A software framework is a set of code or libraries which provide functionality common to a whole class of applications. While one library will usually provide one specific piece of functionality, frameworks will offer a broader range which is all often used by one type of application. Rather than rewriting commonly used logic, a programmer can leverage a framework which provides often used functionality, limiting the time required to build an application and reducing the possibility of introducing new bugs”.(Framework, referred 29.10.2010.)

Using a framework enables you to have a separated business and presentation logic, standard code with conventions that leads to speed of development and also facilitates maintenance in the long run. It will be your safest bet if you want to develop a web application with lots of CRUD (Create Read Update Delete), which are the four main functions that are needed in the process of creating pages. The availability of libraries and helpers, following DRY (Do Not Repeat Yourself) rule, which is aimed on minimizing repetition, to the most will make your life easier. (Manandhar, referred 29.10.2010.)

## **Content Management System (CMS)**

Content Management System is a software program that allows non-technical users to edit, update, maintain, and create a website using built in templates. It is common for a CMS to require users to have no knowledge of HTML in order to create a new web page. The typical CMS process has to satisfy many tasks like deliver content, allow editing, organize into topics and allow feedback. As many of CMS users are not programmers, it needs to be easy to use and be extensible. (Lecky Thompson 2008, 325-360).

CMS is typically consists of two main elements: the content management application (CMA) and the content delivery application (CDA). CMA is an element which helps the administrator or the author to manage the creation, adjusting, and deleting of the content without requiring the proficiency of a Webmaster. It is not mandatory for the administrator to know Hypertext Markup

Language. The CDA element uses and collect the data which is created by the administrator to update the Web site. (Svarre, referred 31.10.2010.)

Many developers agreed on that the most popular CMS systems at the time are Wordpress, Joomla and Drupal. During the past few years, these three CMS were taking awards as the best CMS in different times. They all are built on similar principles but have differences in functionality. Certainly all are better than many of the other CMS. (Instantshift.com, referred 31.10.2010).

## **2.4 How to choose**

According to the above ways that we have seen, choosing the method which we want to use to create our website is not difficult. If we are familiar with the web developing languages then it is very easy to use Free Coding or Code Generator or Framework. But for one who does not have the knowledge of web developing languages, it is recommended to use content management system platforms such as Wordpress, Joomla, Drupal and other CMS.

Methods like Free Coding, Code Generator and Framework are providing the user to have a static website. A Static website is a website which is written in HTML language and each page has a separate document because there is no database that it draws on. If one can to edit the page or needs to change anything, they have to use webpage editor software or needs to pay to make the website again each time they wanted to change something. (MW mainwebfx, referred 01.02.2011).

Content Management System delivers content to visitors in a way that search engine friendly, easy to manage, straight forward to edit. By using Content Management Systems, one can generate a dynamic website which allows the user to change only the content of the site but not the design. Dynamic websites do not need to regenerate every time they are viewed because the entire page has stored in the same database all together. (Wordpress.org, referred 01.02.2011).

Before choosing a Content Management System, it is good to put into consideration the size of the organization, the budget that the user is willing to

pay, the time that the user is willing to spend, the flexibility of the CMS, if it is adaptable and can it be upgraded easily.

Joomla is Content Management System software. Joomla is quite complex and very powerful, means that it takes some practice to master. It needs some time to get familiar with the user interface comparing with Drupal and Wordpress. Mostly developers use Joomla for big size organization that has many pages and many features in their website. (Lecky Thompson 2008, 345).

Drupal is Content Management System software. It takes longer to learn and the themes are not quite as good as Joomla or Wordpress, but if one know a programming language, it is easy to create their own themes with a fantastic design. (levelTen Interactive, referred 01.02.2010).

Wordpress is the best open source CMS at this time. In 2009, Wordpress received the best open source CMS Award in a competition where Joomla and Drupal were involved and Wordpress has won the **Hall of Fame CMS** category in the 2010 Open Source Awards. Wordpress expands according to the users need, it is easy to use, it is powerful and it can easily be executed by a non-technical user profiles. Wordpress has a good user management and the basics, pages and posts are supplemented by Plugins, Widgets and tools. (Open Source CMS awards, referred 17.11.2010).

All of the Content Management Systems that are mentioned are mainly known as an open source, which means that they are free to use, even if they have a commercial version. When one uses the free version of this software, the only cost that one incurs is to have the domain name and the server where they put the website. (Walton Communications, referred 01.02.2011.)

All developers on the web or the book that I come across have put their own opinion about these content management systems as their use. All of these were taken awards as they are the best. Regarding the need that one wants in his/her website, they can choose the suitable one. For Santakehys, I would like to use Wordpress because I am more familiar with it than the others and it fulfills the requirement that is needed to create the website of Santakehys.

### **3. SOCIAL MEDIA**

“Social Media involves a natural, genuine conversation between people about something of mutual interest, a conversation built on the thoughts and experiences of the participants. It is about sharing and arriving at a collective point, often for the purpose of making a better or more-informed choice”.(Dave 2010, 31.)

According to Dave (2010), social media has a number of behaviors that make it fundamentally different from traditional media such as newspapers, television, books, and radio. Not that this does not mean “use instead of” but rather implies a different set of tools that can be used to complement what you are doing now. The audience can participate in social media by adding comments or editing the stories themselves.

As a similarity, Social media involves a number of different social channels and especially online channels, just as traditional media utilizes a number of different channels. To mention some points how social media is different from the traditional media: Social media changes overtime. Through time the definitions given about social media has developed; Social media is participative: the audience is assumed to be part of the creative process or force that generates content; Social media allows connectivity which is linking to other websites and resources. (open2media, referred 13.10.2010).

Social media is not a ‘thing’ in the sense of what direct mail or television advertising is, but is rather a collaborative process through which information is created, shared, altered and destroyed. Social media is used effectively through participation and influence, not command and control. (Dave 2010, 37-38.)

During earlier times, companies are more dependent on the Ads which are carefully crafted press releases or flashy add campaigns to connect or transmit their messages to customers. But now social media is creating opportunities for companies to engage with their customers. Instead of making many adds whenever there is a change in business, companies start using social media sites which helps then to explain and update their ideas easily. Social media

helps people to have an honest and absolute relationships with companies with which they do businesses.(Otblog, referred 17.11.2010.)

These days the main goal for companies is not only selling a product but companies are also interested in creating a good customer relationship to update their customers with their new products and to know what their customers are saying about their products. Companies need to use various means, including social networking sites like Facebook and Twitter, to socially interact with people. Through such engagement people feel more comfortable doing business with those companies. (Mashable.com, referred 17.11.2010.)

Using social media helps your business as: Being where the customers of your business are. The social networking sites rely on the regular presence of millions of users. From the new generations to the elderly, many people spent hours daily on sites like Facebook and Twitter, watching videos on YouTube, sharing photos on Flickr and many others. (Business blog, referred 17.11.2010).

As the business article said, these days social media is involved in human beings lives and it becomes a place where they get recent development information and news. Companies, who integrate their sites with social media sites, should show a strong presence to get the user attention and positive image.

Among many social media networking sites like Facebook, MySpace, LinkedIn, YouTube, Flickr and more, Facebook and LinkedIn are selected for this thesis work. Facebook is currently the leading social networking site in the world. Having a Facebook fan page is beneficial for large corporations, entrepreneurs, small business, freelancers and other business-oriented professionals that want to get absorb in social media and acquire a successful business in terms of spectators boost and sales growth. Facebook fan page can offer unlimited fans, Interactive community and public exposure. (Hall, referred 17.11.2010).

LinkedIn is an online network of people all over the world. It is one of many social networking sites on the web, LinkedIn is probably the best know and most widely used business networking site. LinkedIn helps a business to be



known and enhance personal brand, to find others and make important connections and to create an opportunity to show the business plugged to current technology. (pica.org, referred 13.10.2010).

### **3.1 Facebook**

Facebook has become a global internet phenomenon since it was started by Harvard undergraduate Mark Zuckerberg in 2004. He created it as a network for his fellow students but the site is appeal quickly spread to other universities and later worldwide. According to the data which is gathered in October 2010, Facebook is one of today's leading social networking site with 550 million users around the world. (Insidenetwork.com, referred 13.11.2010).

Facebook has the ability to attract people and keeps them to spend their hour; Facebook excels at connecting users with friends and keeping them in touch. Not only can you add other users as your friends, which give them access to your information, you also can stay in touch with them. You can drop by their pages and leave them notes on "the wall"; you can send them messages, etc. (Holzner 2010, 5-8)

According to Holzner (Holzner 2010), Facebook is more concerned with socializing. It is like a home to an extremely desirable demographic educated 18 to 26 year olds and it is where they feel comfortable. Facebook is where people live with their friends online and it is where one usually has the best chance of marketing.

Facebook provides an environment where users can play, share and interact with friends. Users easily get annoyed if they are disturbed with pop-up ads that distracts from the social experience. Companies need to think of where to place their ads on Facebook in a way that they comfort the user. At the time of writing, mostly ads are placed in the right side of Facebook pages. If the user wants to know more about the ad, simply they click on ad then it directs to the official website. This keeps user happy, makes it simple for the user to share the application with friends, and enable them with an easy way to re-access and use the application. Stay away from the classic "click on your ad and redirect to my website approach". (Smith 2010, 18–19.)

Using a Facebook page for Santakehys seems profitable for me. Many people use Facebook and spend some time on it. By having a Facebook page, Santakehys can promote its products and services to the existing and new customers and all Facebook users. If Santakehys put into consideration to spend some time on the page, update the information, and create a discussion forum and act up on what is said, then Facebook page will be great deal to develop the company's attitude towards the user.

### **3.2 LinkedIn**

It's believed the LinkedIn started out in the living room of co-founder Reid Hoffman in the fall of 2002 and its original founders were Reid Hoffman, Allen Blue, Jean-Luc Valliant, Eric Ly, and Konstantin Guericke. Its mission was to connect the world's professionals to make them more productive and successful. Its founders believed that in a global connected economy, its member success as a professional and competitiveness as a company depended upon faster access to insight and resources he/she can trust. (LinkedIn.com, referred 4.1.2011)

In 2003, LinkedIn was officially founded and launched its site. The five founders invited about 350 of their most important contacts to join and at the end of the first month in operation; LinkedIn had a total of 4,500 members in the network. By the end of 2003 LinkedIn had 81,000 members and 14 employees. Since then LinkedIn is growing with number of members. (LinkedIn Sequoia capital, referred 4.1.2011).

Currently, at the time of writing, over 85 million professionals use LinkedIn to exchange information, ideas and opportunities in over 200 countries. A new member joins LinkedIn approximately every second. (Safko & Brake 2009, 54) 'The typical LinkedIn member is forty-one years old with an average household income of 109,704 US dollar. According to the data which is taken in 2009, 80.1 percent are college graduates.

One is required to create a profile that summarizes professional expertise and accomplishments when joining as a new member. He/she can invite trusted contacts to join LinkedIn and connect with him/her and the chain goes no

creating a network of vast number of qualified professionals and experts. The connection in LinkedIn goes as, first connection involves people whom the user knows directly and to whom they are immediately linked can be viewed and contacted also. Second connection involves contacts that the people you know, know and so on. This linking allows the LinkedIn member to see connections and be part of a trusted network that would otherwise be impossible to establish. (Safko & Brake 2009, 56).

By LinkedIn networks one can:

- Get available information about a person relating to professional studies.
- Come across to important people like service providers or subject specialists through recommendation feature.
- Involve in many projects, can collect data's and information's that can help, share files or documents.
- Companies may found a person who fulfils their need and available for business opportunities.
- Get new ideas from likeminded professionals by using discussion forums or personal group settings.
- Finds out inside connections which might help the user to get a job.
- Post and circulate job opportunities or vacancies to get a person who has finest talent for their company. (LinkedIn blog, referred 30.01.2011).

I recommend Santakehys to have a LinkedIn profile page because by having this page, Santakehys can easily interact with other similar businesses which are located anywhere in the world. Having LinkedIn page might help Santakehys to get/share ideas relating to the business and may create a joint business with other companies.

### **3.3 RSS (Really Simple Syndication)**

During the old days, to track updates on a website, users had to 'bookmark' website in the browser and manually check what had been added. The problem

with this kind of book marking is that, it can get complicated when there are many websites that one need to check and also one can miss information when they forgets to check the bookmarks. Because of the above reasons, web developers approach with the idea of RSS. (Informat.com, Referred 02.02.2010) RSS is a sort of speaking bookmark that tells the user when there is something new and helps to keep the user to be up-to-date of their favourite websites. (Problogger.net, referred 02.02.2011).

By using this feature, Santakehys Oy can easily share information with its targeted audiences. By subscribing RSS, users can get information about new products and services coming out, or updated data of the company and many others without having to check the Santakehys website everyday or a week.

As the main goal for integrating the Santakehys website with social media sites is to build a business' customer base and to develop and manage a company's reputation, it needs to follow up and update the site every time and put into consideration what their customers are saying about their products and act up on it.

#### **4. WORDPRESS-BLOG TOOL AND PUBLISHING PLATFORM**

Wordpress is the most popular open-source content management system which is used for the publishing and management of online contents. It is a powerful personal publishing platform, and it comes with a great set of features designed to make your experience as a publisher on the internet as easy, pleasant and appealing as possible. (Gardner&Birely 2010, 100-120).

Wordpress is open source software which is licensed under GPL (General Public License), which lets anyone to use, modify, redistribute copies and improve the program, and also release the improvements to the public(GNU.org, referred 30.12.2010). Wordpress is built by hundreds of community volunteers (Hundreds of people all over the world working on the project together for one goal). Everything in Wordpress, from documentation to the code itself, was created by the community. Wordpress is an open source project, which means there are hundreds of people all over the world working on it. (About Wordpress, referred 30.12.2010).

Wordpress was released on May 27, 2003, by Matt Mullenweg. In June 2002 Mullenweg started using the b2/cafelog blogging software, which is licensed under GPL, to publish his personal web blog. B2/cafelog was blogging software developed by Michel Valdrighi. B2 had actually, through a series circumstances like hacking the code, essentially become abandoned. Several months after development of b2 had stopped, in January 2003; Matt Mullenweg announced on his blog his plan of forking the software to make it up to date with web standards and his needs. He was promptly contacted by Mike Little and together they started Wordpress from the b2 codebase. (Mixergy.com, referred 30.12.2010).

As of the book called corporate blogging (Karr and Flannery 2010, 92-93.), Wordpress offers several versions of their content management system and has an entire ecosystem of developed integrations, themes and Plugins. The basic versions of Wordpress are as follows:

- Wordpress.com- is a restricted version of Wordpress. It means that, users do not have full access in customizing the functionality and many Plugins and themes cannot be used in this version.
- Wordpress VIP- is full Software As A Service (SAAS) presented solution and it is mainly used by large scale implementation companies like BBC and CNN.
- Wordpress.org- is the most commonly used version of Wordpress. It is open source software that can allow the user to access its features and also gives permission to customize its features as the user wants. The website for Santakehys is going to be created by using this version of Wordpress so that the owner can have full access to manage the website.
- Wordpress Multi-User (MU) - this version of Wordpress allows the user to create and run infinite websites at the same installed occurrence.
- Wordpress Mu edublogs- this version of Wordpress is mainly for large organizations who want to have their own platform. Wordpress Mu edublogs offers the user to sign up and start making a website and allows industry organizations to manage blogs over multiple companies.

#### **4.1 Wordpress Installation**

Installing and using Wordpress on own web server is a simple process. Even many webhosts now offer tools to automatically install Wordpress. To run Wordpress, there are some certain technical requirements needs to be ready. PHP version 4.3 or greater, MySQL version 4.1.2 or greater and the mod rewrite apache module or Nginx as the most robust and featureful server for running Wordpress, but any server that supports PHP and MySQL will do. (Wordpress Requirements, referred 30.12.2010).

Uploading Wordpress to own hosting space requires an access to the web server via SSH (Secure Shell) or FTP (File Transfer Protocol). SSH and FTP are simply allows computers that are running different operating systems (such

as windows or Linux) to move files across the internet without experiencing format difficulties. (Gardner&Birely 2010, 100-120.)

The latest version of Wordpress that is used at the time of writing is Wordpress 3.0.4. According to the instruction given by Wordpress site, the installation has five steps and it can be found from the website wordpress.org. The main information that is needed for the installation process in the beginning is an email address and the blog title.

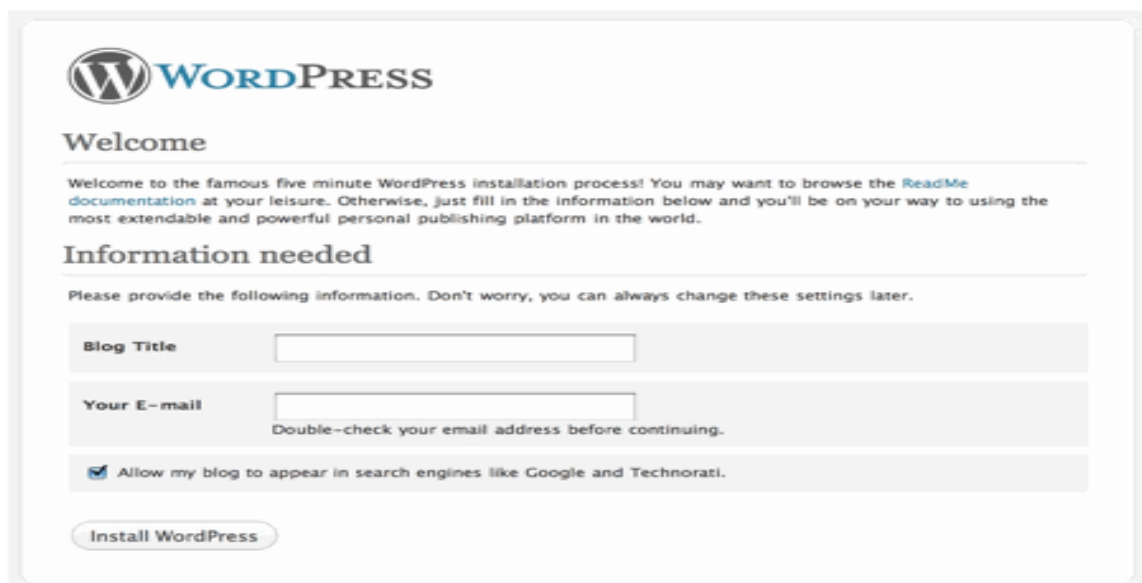
The image shows the first step of the WordPress installation process. At the top left is the WordPress logo, a blue 'W' inside a circle, followed by the word 'WORDPRESS' in blue capital letters. Below the logo is the heading 'Welcome' in a dark grey font. Underneath is a paragraph of text: 'Welcome to the famous five minute WordPress installation process! You may want to browse the [ReadMe documentation](#) at your leisure. Otherwise, just fill in the information below and you'll be on your way to using the most extendable and powerful personal publishing platform in the world.' Below this is the heading 'Information needed' in a dark grey font. Underneath is a line of text: 'Please provide the following information. Don't worry, you can always change these settings later.' There are three input fields: 'Blog Title' with a text box, 'Your E-mail' with a text box and the instruction 'Double-check your email address before continuing.' below it, and a checkbox labeled 'Allow my blog to appear in search engines like Google and Technorati.' which is checked. At the bottom is a button labeled 'Install WordPress'.

Figure 3, Wordpress Installation first step (Wordpress Screenshots, referred 1.1.2011)

After the user provides the above information and goes through the steps correctly, Wordpress confirms the installation and present the username and the password. Wordpress also sends an email including the URL, username, and password to the above given email address.



Figure 4, Wordpress has been installed (Wordpress Screenshots, referred 1.1.2011)

## 4.2 Wordpress Administration Dashboard

The user sign in by using the username and password and directed to the Wordpress dashboard (see Figure 5). The administration dashboard is where all the optimization, customization, post writing, Plug-in installing, comment moderating takes place. (Wordpress Administration panels, referred 1.1.2011).

To see all the details of the administration dashboard, let us start from the most upper part the header. The header is the place where the name of the site displayed and an option to visit the website homepage. Next to it, to the right, there is the name of the person who has logged in, and an option to logout, in addition to that there are quick links to perform several actions on Wordpress.

The upper left sidebar which include: Posts, Media, Links, Pages, Comments and others is a place from which the user can perform several actions, including writing new posts, editing them, creating pages, manage plug-in, users and more.



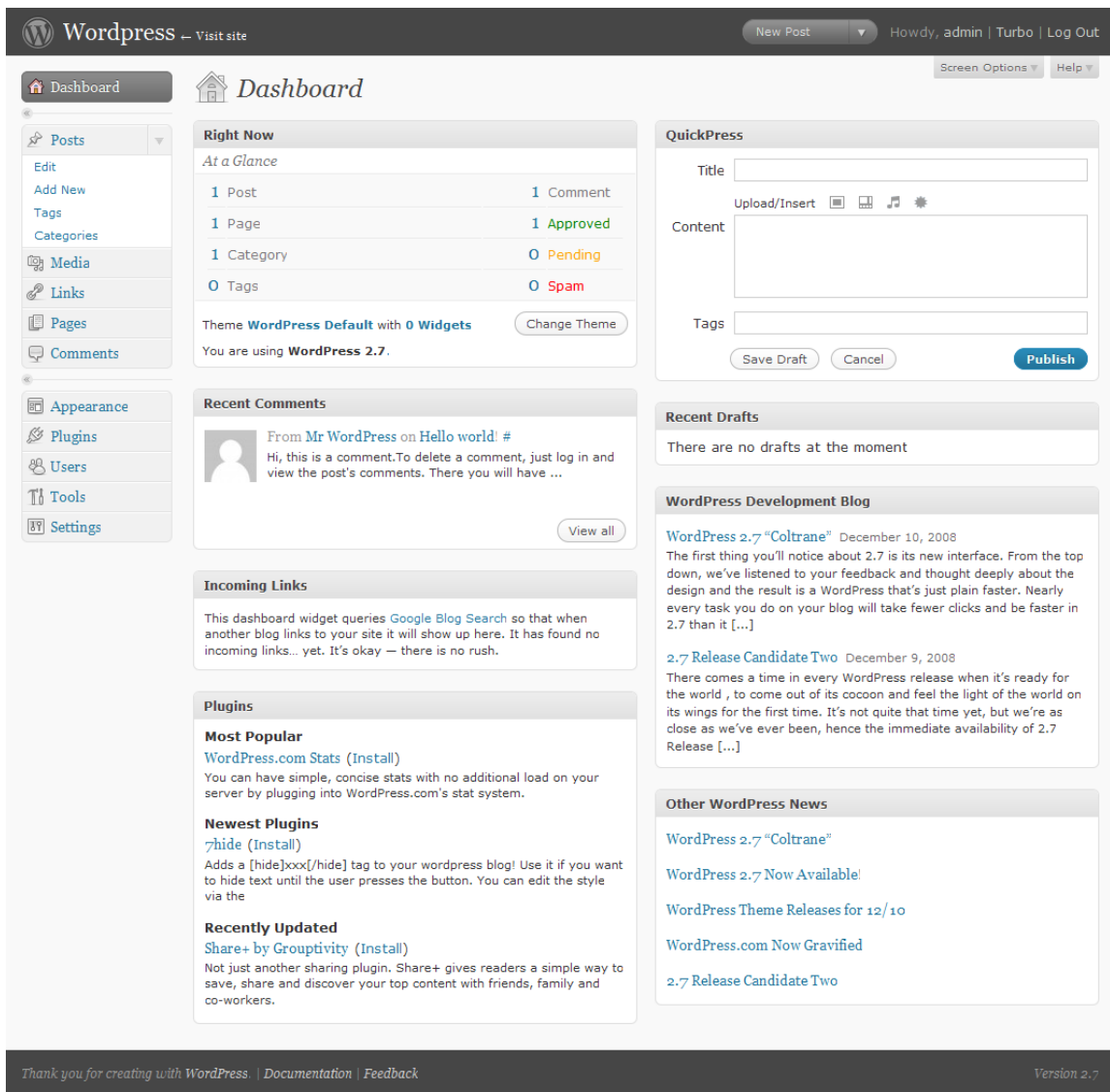


Figure 5, The Wordpress Administration dashboard

Posts are the principal element or content of a website and they provide the user with current information of the company. The owner of the website can post any information that is available any time he/she wants. Posts include links that allow the user to edit posts, add new posts, and manage categories and tags. Tags are the key words that the user might assign to each post. Tags have no hierarchy, meaning there is no relationship from one tag to another. Every Post in Wordpress is filed under one or more Categories. Categories allow the classification of Posts into groups and subgroups, thereby aiding viewers in the navigation and use of the website. (Gardner&Birely 2010, 100-120).

These features are very important for Santakehys and are used in the website also. Posts help the company to tell its users what is new in the business. Posts are like news which can be posted anytime, any day when there is new information available. When there are many posts available in the website, it will be difficult to manage them so that it is needed to categorize posts by date or by topic or as one wants to do it. Tags are keywords which describes all or part of a post. Whenever the user writes those keywords, the post appears on the website.

Media is the images, video, recordings, and files that the user can upload using media library. Media is typically inserted into the content when writing a post or a page. It provides a link to upload new media files to the media library or manage previously uploaded media. (Weblog Tools, referred 1.1.2011).

Page is one of the main types that helps to add content to a Wordpress site and is often used to present 'static' Information about the site. Pages are typically 'timeless' in nature. It means that pages remain consistent from day to day and not change frequently like posts. Wordpress Links can be organized by category, have internal references about the relationship to their destinations can be automatically associated with images. (Wordpress training, referred 1.1.2011).

Quick press is an easy and quick way to publish posts and images to the website. Plug-in section has information about plug-in that add to the featured provided by Wordpress, includes most popular, newest and latest updated plug-in. Finally there is the footer area that has links to main Wordpress site and also tells which version of Wordpress that is used. (Weblog Tools, referred 1.1.2011.)

### **4.3 Wordpress User Roles**

Wordpress uses the concept of 'Roles' and grant others the ability to writing and editing posts, to creating pages, to moderating comments, to managing themes and plug-ins and others. There are five roles available in Wordpress: Administrator, Editor, Author, Contributor and subscriber (Wordpress codex, referred 1.1.2011). Having these roles can control: Ability to login to Wordpress,

Ability to write and publish, Ability to edit others posts, Ability to administrate comments and Ability to manage and configure Wordpress.

There are many definitions given to these roles by many developers. Even if the word used is different, the idea that they needs to deliver is the same and here I tried to explain what they are depending on the definition that is given by the developers of Wordpress.

**Administrator-** is the role of the blog owner who has complete control and access to the blog. They have permission to all the administration features, to create, edit, and publish all site contents and also to make site configuration changes. Only the administrator can add users and assign roles. Administrators control everything under the dashboard.

**Editors-** have full control over the blog posts including the one that are posted by others. They can publish, edit and delete any posts or pages, moderate comments, manage tags, categories and links and upload files or images but editors cannot change the actual look of the website.

**Authors-** can write posts and publish posts. They only can edit their own posts and manage only comments related to their own posts. They don't have control to edit or change another writer posts but they only can view other posts.

**Contributors-** can create and edit posts from the dashboard. They can also delete their own posts which have not been published. They don't have a permission to publish a post but they can submit a post to an administrator for review.

**Subscriber-** is the lowest level. These users have the ability to read all of blog posts and can login to leave comments and they can modify their own profile. (Wordpress roles, referred 2.1.2011).

In my opinion, if the website is created by multiple people, it is necessary to assign roles to simplify the tasks and get the job done clearly. The Santakehys website is only created by the writer of this thesis so that the role used is Administrator, which allows creating, deleting and all necessary stuffs to do. In

the future when Santakehys wants to update the information of the website, the other roles might be necessary and worthy to use them.

#### **4.4 Wordpress Plugins and Themes**

“A Wordpress Plugins is a program, or a set of one or more functions, written in the PHP scripting language, that adds a specific set of features or services to the Wordpress weblog, which can be seamlessly integrated with the weblog using access points and methods provided by the Wordpress Plugins Application Program Interface (API)”.(Wordpress writing Plugins, referred 2.1.2011).

Plugins helps to extend the functionality of Wordpress and offer custom functions and features so that each user can do almost anything they can imagine to their website. Wordpress Plugins are almost coming out every day. At the time of writing, there are more than 12500 thousands of Wordpress Plugins are available. It is also possible to create a Plugins according to the users need but creating a Plugins requires knowledge of the basic functionality of Wordpress, and PHP Programming. Definitely, I will use some Plugins for Santakehys and will describe them in the later chapter. (Wordpress Plugins, referred 2.1.2011).

Wordpress themes are files that work together to create the design and functionality of a Wordpress site. There are more than one thousand themes are available for free and users can instantly change the look of their website as they want. Wordpress themes can not only help user to change their website look but also can change the presentation material of the website. It is also possible to create themes for own selves.

Wordpress Themes typically consist of three main types of files, in addition to images and JavaScript files. One is the style sheet called style.css, which controls the presentation (visual design and layout) of the website pages. The second is the optional functions file (functions.php). The other files are the template files which control the way the site pages generate the information from your Wordpress database to be displayed on the site. (Wordpress theme development, referred 2.1.2011.)

## **5. WEBSITE FOR SANTAKEHYS**

There are two main development phases are involved in this project

1. Creating a Website for Santakehys
2. Integrate the created Website with Social Media Sites.

For the first development phase, it was agreed with the commissioner to use Content Management System to allow easier site maintenance. Because the previous website of the company which is 'Monalisa.fi' does not exist anymore, the commissioner was expected to provide me with contents and pictures that are necessary for the creation of the website. Unfortunately, the texts and the pictures that are given by the commissioner were not the best ones for putting them on the web. I am hoping that, the commissioner is going to replace them later on with updated ones.

The second development phase is integrating the created website with social media sites like Facebook and LinkedIn (See chapter 3). These days, social media sites are used as a way of advertising company products or services and as a way of interacting with users all over the world. Integrating the website of Santakehys helps the business to get familiarizes its products and services with the users and extends its presence on the web around the world.

### **5.1 Development of the Website**

The first thing which is done is installing the content management system called Wordpress. Because Santakehys does not have webhosting and domain name service subscriber, I used the school server for the development of the website. The Wordpress installation process was done by school and I received the username and password to work on as an Administrator (see page 24).

When Wordpress is installed, it comes with a default theme which is called 'Twenty Ten'. The commissioner was suggested if the website has a green color so that I gathered some themes from Wordpress free themes collection which caught my attention and has a green color. I send the collections to the commissioner via email and let him to decide which one to use among them.

Finally it is decided to use a theme called 'Hanging' which is available for free in Wordpress themes. (Wordpress themes, referred 05.02.2011.)



Figure 6, The general view of hanging theme

Installing the theme is a very simple process. In the Administration dashboard (see Figure 5) there is a panel called appearance and it has a subpanel called themes. In themes file there is two options: Install themes and Manage themes. From Install themes, select the theme that you wanted to install and press the button called install. It automatically adds the file of the theme to the Wordpress file. Because Wordpress comes with a default theme, it is necessary to activate the installed theme in order to use it.

There are some things that I also need to adjust from the Wordpress administration dashboard (see Fig 5). For instance, if I take a settings panel, there are eight subpanels which are available: General, Writing, Reading, Discussion, Media, Privacy, Permalinks and Languages.

From these subpanels, I changed the settings for the following ones because I want to create a better looking website according to the need for Santakehys.

Reading, by default allows a front page to display the latest post which is posted by the admin but here I changed it to show the homepage of the website and the summary for each article in a feed.

Permalinks are the permanent URLs to your individual weblog posts. By default, Wordpress uses web URLs which have question marks and lots of number archives acts as a unique identifier of a page or a post like 'http://betopiskelijaprojektit.net/?p=123'. As suggested by many developers, it is better to choose the 'month and name' format which looks like 'http://betopiskelijaprojektit.net/index.php/sample-post/'.(digwp.com, referred 05.02.2011).

In addition to the Plugins that Wordpress has installed by default, I installed three extra different Plugins. q Translate is one of the Plugins that I installed. q Translate adds user-friendly multilingual content support into Wordpress. We agreed with the commissioner to have two language option website: English and Finnish, this Plugins helps to extend the language settings.

Sexy bookmarks are Plugins which has proven time to time, they are extremely useful and successful tool in getting readers to actually submit your articles to numerous social bookmarking sites. It means that this Plugins allows the reader to share the post to a social media sites in this case Facebook and LinkedIn.

Improved Include page Plugins adds an include page () function that allows you to include the contents of a static page in a template with several options. It also adds a short code allowing you to include the same page into a post or static page. (Wordpress Plugins; yoast.com, referred 06.02.2011).

The main goal of the project besides the visual appearance is the creating of pages and posts which is a simple process. The commissioner suggested that if the website has eight pages including home page and contact us page. To create pages, in the administration dashboard, there is a panel called pages. Under pages panel there is an option says add new.

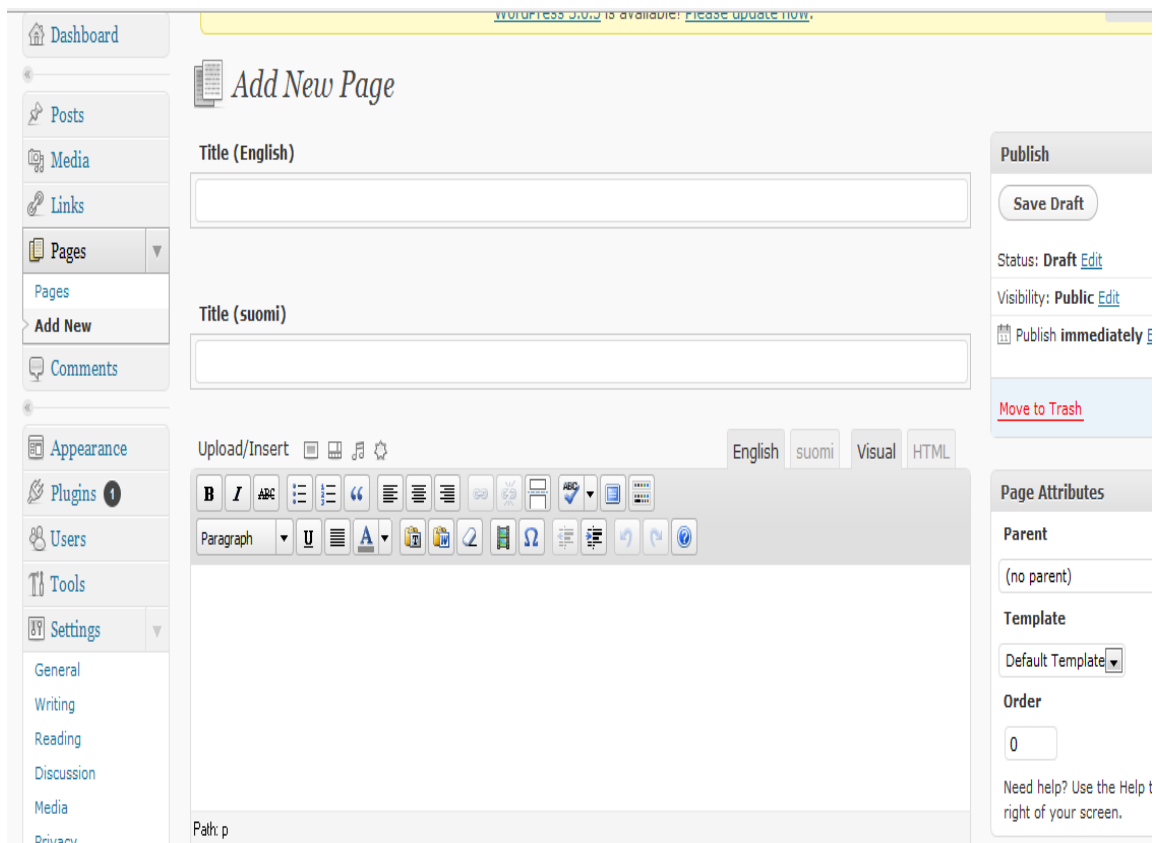


Figure 7, Creating a page on Wordpress (Wordpress screenshots, referred 6.02.2011)

As it seen from Figure 7, there is a window opened and guides to create the page. First it asks to give the page a title. Because santakehys website has two language options, it asks to fill the information with these two languages English and Finnish. There is also an option for the page creator, if s/he wants to use a visual template (like writing on the word) or an HTML. As it has been said in chapter 4, Wordpress does not require a web developing language knowledge but it provides with an option wheather one can use the HTML or the Visual template to create pages or posts.

The same process also goes for posts. Wordpress allows to catagorize our posts and also tag them as we want. Catagorizing posts helps the user to manage the posts as a hierarchial manner and Tagging them is like giving them a keyword so that when one types that keyword on the search box, the post appears on the screen.



## 5.2 Integrating the website with Social Media Sites

The final development of this project is to integrate the created website with social media sites. Before starting to connect the website, first it was needed to create a Facebook page and a LinkedIn profile for Santakehys. Creating a Facebook page was a simple process but creating a LinkedIn profile pages requires a lot of company information, background history and if there is any connection with other companies which the commissioner has valuable idea about it. The other main thing that is required to create a LinkedIn profile page is a company email which Santakehys does not have at this time so that creating the LinkedIn profile page is still open.

Company Profiles are an important research and marketing tool for business that can help potential customers, clients and employees learn more about the company and the people who work there so it requires to be careful with the information that is provided.

Here I attached the Facebook page for Santakehys. Currently the page does not have any posts but I am hoping that, this page will advertise Santakehys well in the future if it is kept updating all the time.

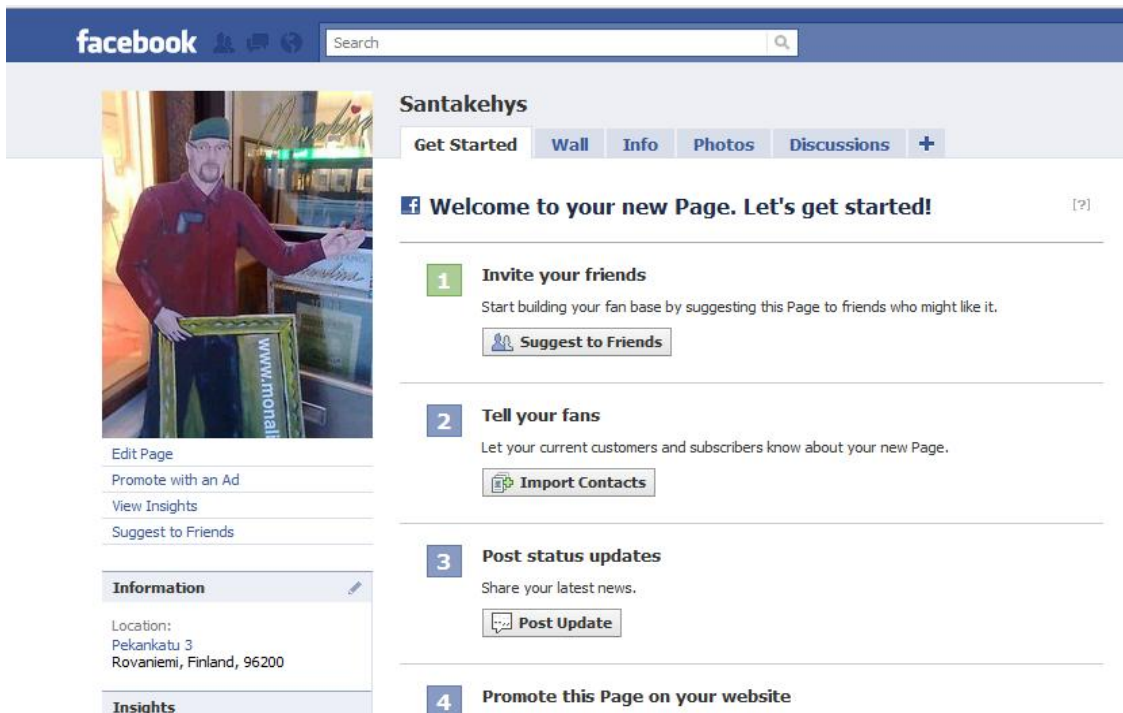


Figure 8, Facebook page for Santakehys

Integrating the pages with the site is not a complicated process. For instance, the Facebook page has an option which says 'promote this page on your website' (Fig 8, step 4). By following the process, one can get an ID number which allows him/her to integrate the site. Then simply take the ID number and paste it into the editor panel of Wordpress. This process also goes to LinkedIn profile page which is not created yet because of the above mentioned reasons.

By default the theme that is chosen has RSS feature which helps the user to see what is going on the company without going to the Santakehys website by simply subscribing to RSS feed. This feature is important for Santakehys so that it is activated and used in the website.

The home page for Santakehys is seen in Figure 9.

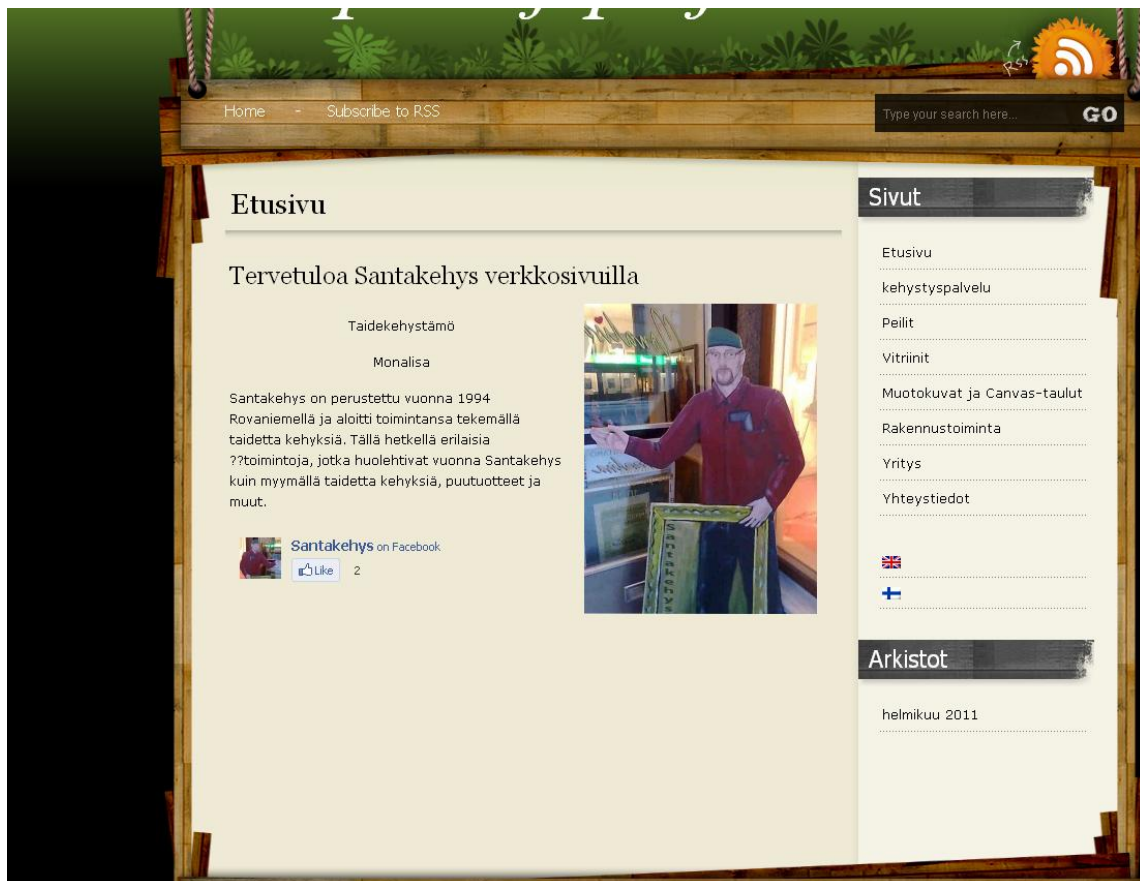


Figure 9, Screen shot from the Santakehys website.

## **CONCLUSION**

The purpose of this thesis was to create a website for Santakehys Oy and integrating the created website with social media sites. For the website creation process, Wordpress, which is open source software, was selected. Wordpress makes the website to have a consistent visual appearance and more easily updatable content.

A website is used as a business tool that assists both the owner and the user of the website. For the owner, the website is a way to advertise own products and services and the customers (users) will get much better idea about the business. Santakehys Oy should consider these facts and needs to update its customer with the new information in order to gain a great deal of customers.

Integrating the company's website with social media sites gives the company the opportunity to begin listening to what others are saying about their products and services and allows them to have one-to-one communication with customers. Customers are not expected to go to Santakehys website every time they want to check something but they can get the information from the social media sites in this case Facebook or LinkedIn by just becoming the fan of the Santakehys. This makes it easier for both the owner and the user to interact and get information circulate.

Even though the new Santakehys website has not got its own domain name and server, the required work assigned by the commissioner has been successfully completed. Transferring the file from school server to the commissioner is an easy process which can be done by the commissioner as soon as s/he gets the server and domain name for Santakehys.

## DISCUSSION

Working in this thesis has definitely thought me about websites, their usability, value that one can get by having a website, how they describe one company and how customers rely on the information the websites can provide. In today's business environment, a website plays a major role in marketing the business.

In spite of the fact that the project is done successfully, there were some problems that I had to deal with. As it is said "do not promote your website but use your website to promote you". It means that, the website should have full information and it needs to be effective for the target audience. Before one start to have a website, it is necessary to think why exactly they need the website, what information should the website convey to the users? Santakehys Oy should focus on the contents of the website because contents are the ones who make a website usable.

Having a website without any detailed information might lead the user to think that the business is not good enough so before having a website it is necessary to clarify the goal or the purpose of the website. There was a time delay in making the project. It happened because of the communication problem between me and the commissioner. The thesis process could have been more productive if there were follow ups and great communication with the commissioner company. Thesis works like mine should be given enough consideration because its practical and it gives great benefit for the commissioner company.

Santakehys website is integrated with social media site in this case Facebook. Social media sites are growing everyday so it is necessary to keep the information up-to-date. I suggest that it is better if at least the page is updated once in a week with new information about the products or services that the company has.

In the end, all the work has been completed successfully and it was for great benefit to both the company and me. I have learned so many important skills that will surely benefit me in the future.

## **Definition of Key Terminology**

**CMS** (Content Management System) - is a system which helps its users to create and manage a website without a knowledge of any technical or programming language.

**CMA** (Content Management Application) - is an application which helps the administrator to manage the creation and updating process of the website.

**CDA** (Content Delivery Application) - is an application which brings together the data that are necessary to update the website.

**FTP** (File Transfer Protocol) - is a way of delivering files straight from the server to the local hard-drive.

**HTML** (Hypertext Markup Language) - is a set of markup symbols or codes added to a file planned for present on a World Wide Web browser page.

**Library**- is a collection of standard programs that are stored at the same place and available for immediate use.

**MySQL** (My Structured Query Language) - is a relational database management system that depends on SQL vocabulary for managing the data in the database.

**PHP** (Hypertext Pre Processor) - is one of programming languages that was designed for web development to create a dynamic webpage.

**Plugins**- are software components which are used for extension of functionality of a website.

**RSS** (Really Simple Syndication) - it is kind of bookmark that informs you when there is something new in your favorite website that you subscribed in.

**SSH** (Secure Shell) - is a network protocol that enables information to be exchanged utilizing a protected channel between two networked devices.

**Widgets**- are elements of Graphical User Interface that are used for arranging changeable information.

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## APPENDIX 1

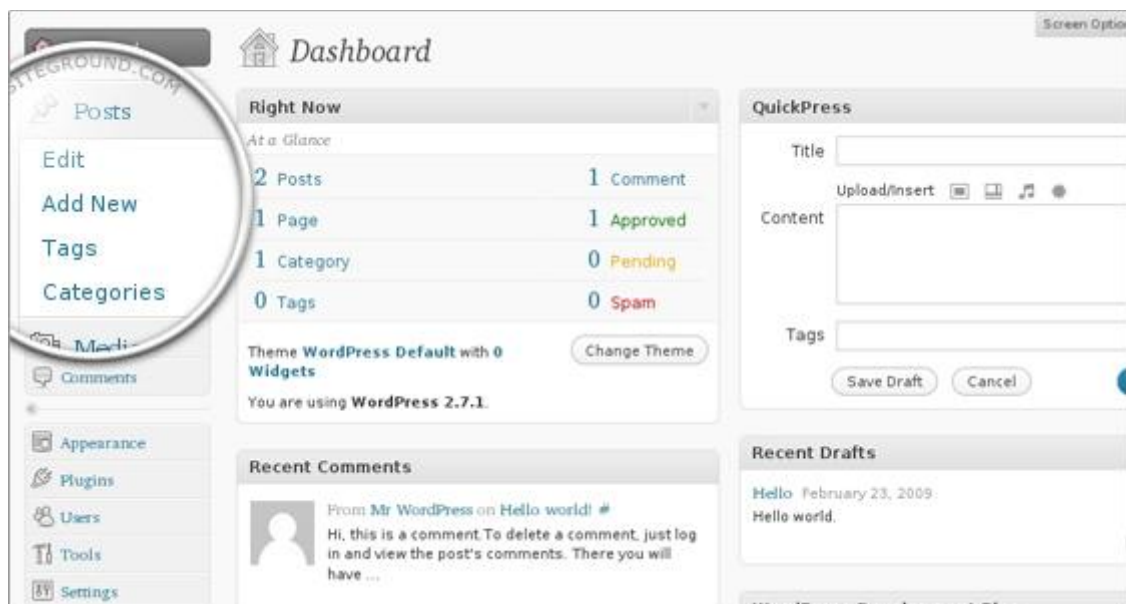
Here is the manual that I prepare for the commissioner to help him with the main things that are needed to update or create pages and posts.

### Where to log in?

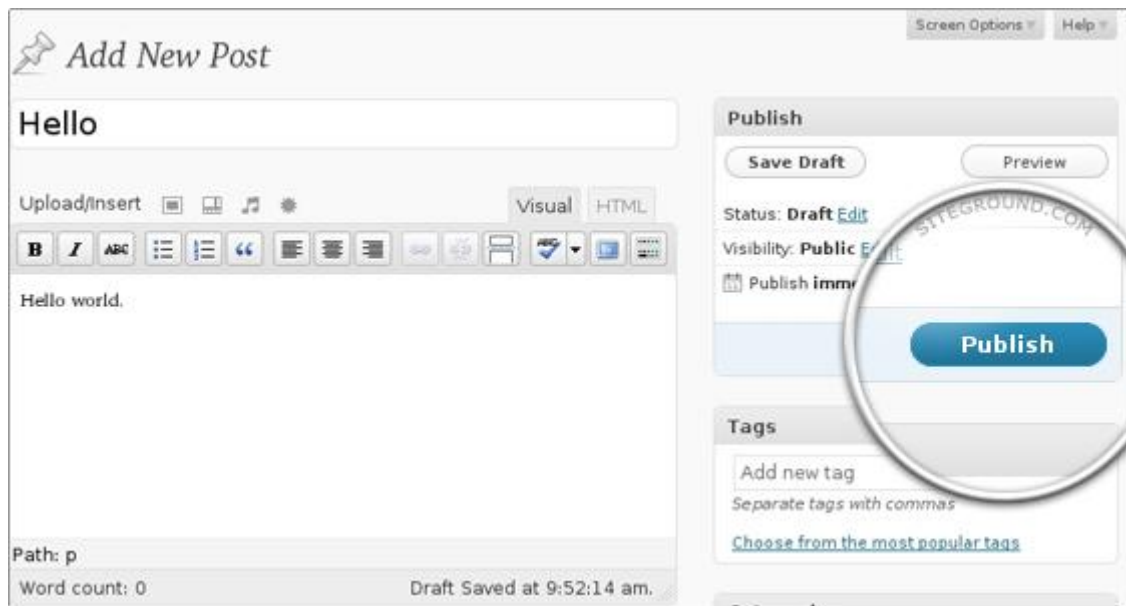
Once you have your Wordpress Platform installed, you need to log in to the Wordpress administration area from where you can write posts and articles, manage comments, change your theme, etc. To log in the WP admin panel, navigate to the WP login page or directly. <http://bet.opiskelijaprojektit.net/wp-admin>

### Writing a post in Wordpress

Writing posts and pages is the core activity in WP. You can start your editorial experience by clicking the **Add New** button located in the **Posts** menu:

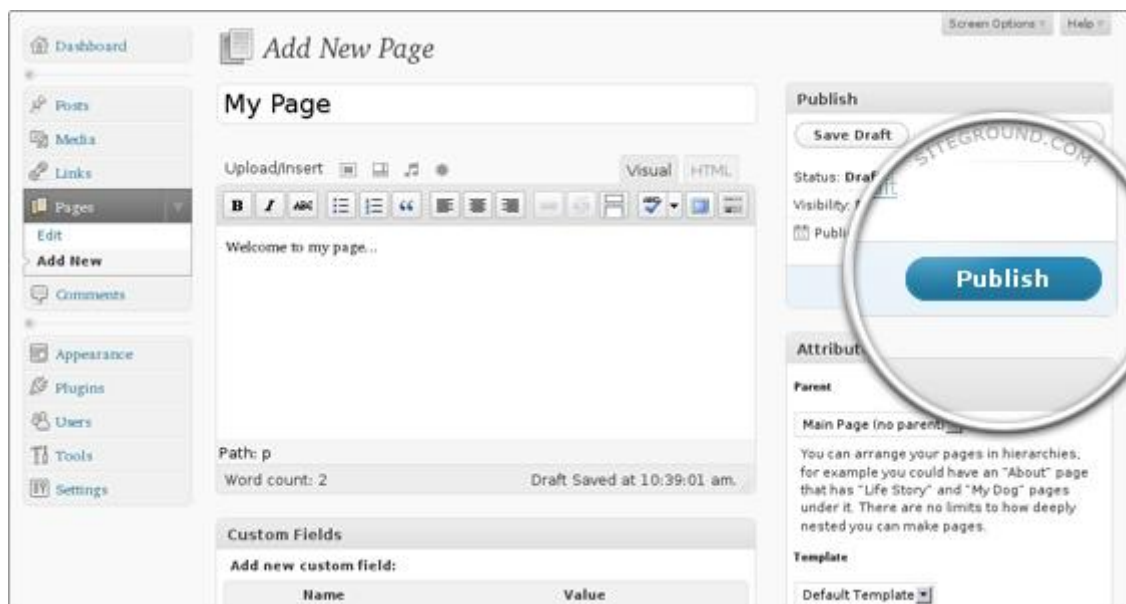


You can proceed with entering the desired content. Once you are ready, the new post can be published just by clicking the **Publish** button.



## Creating pages in Wordpress

Creating individual pages in Wordpress is quite similar to writing a post. You should simply click **Add New** in the **Pages** menu.

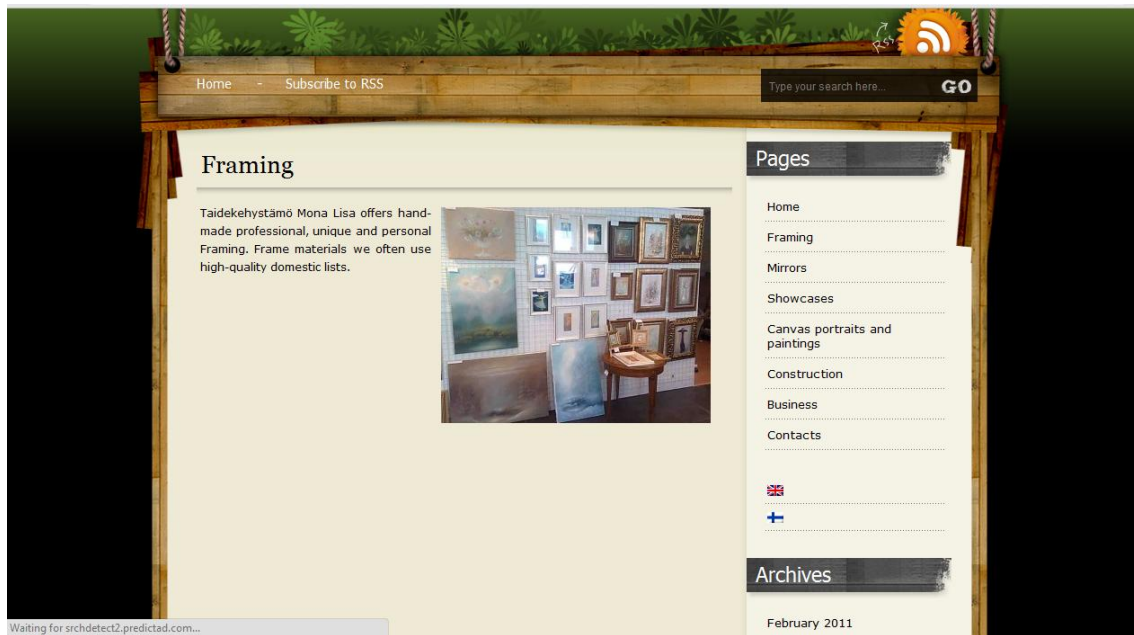


When you are ready with your new page, click **Publish** to save it.

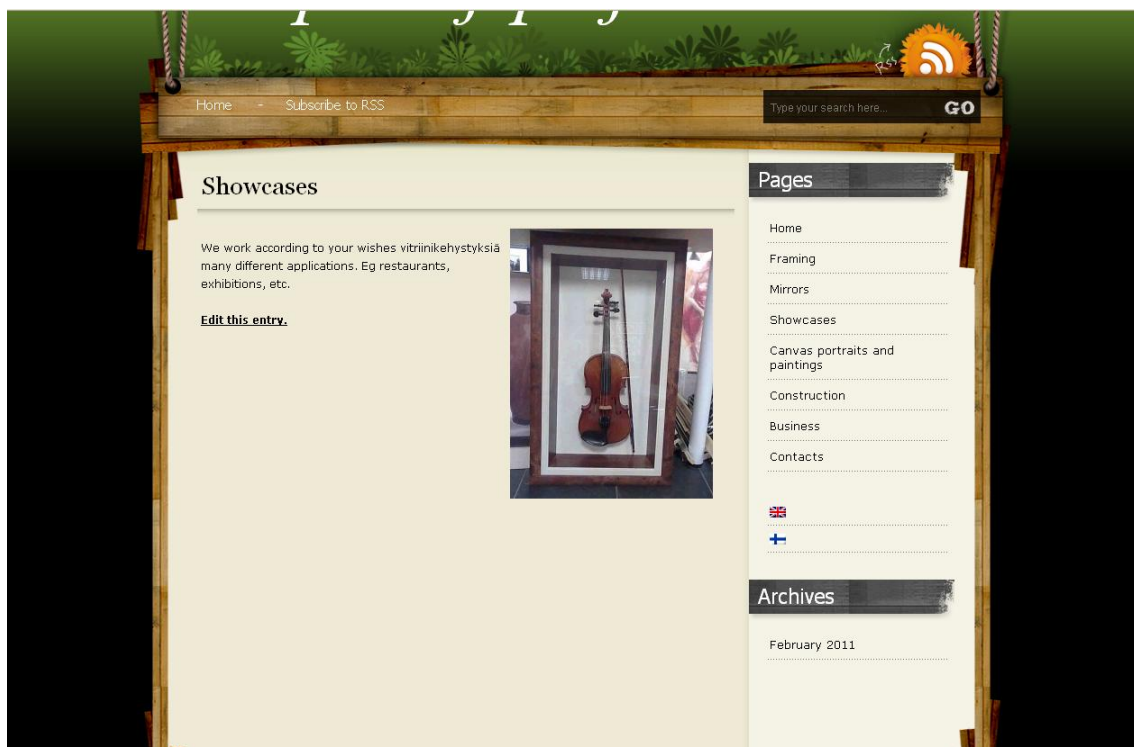
## APPENDIX 2

Here, I attached some of the WebPages for Santakehys. The website has two language options so that I prefer to use the English version of the WebPages.

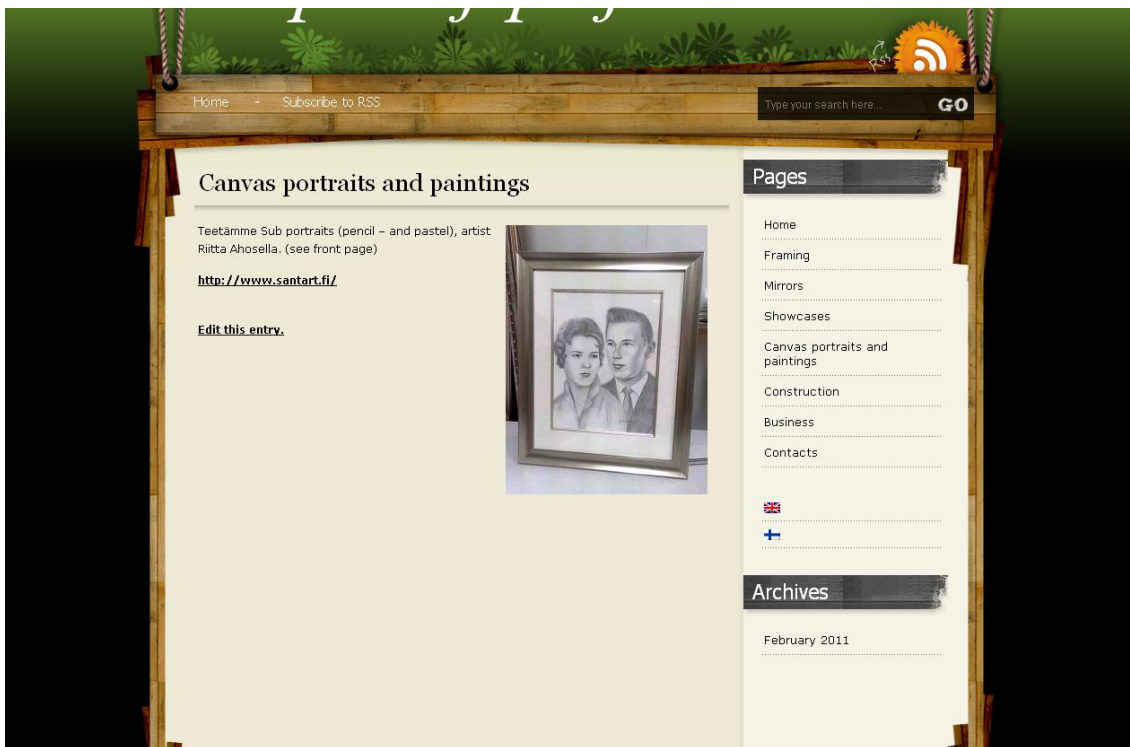
### Framing Webpage



### Showcases Webpage

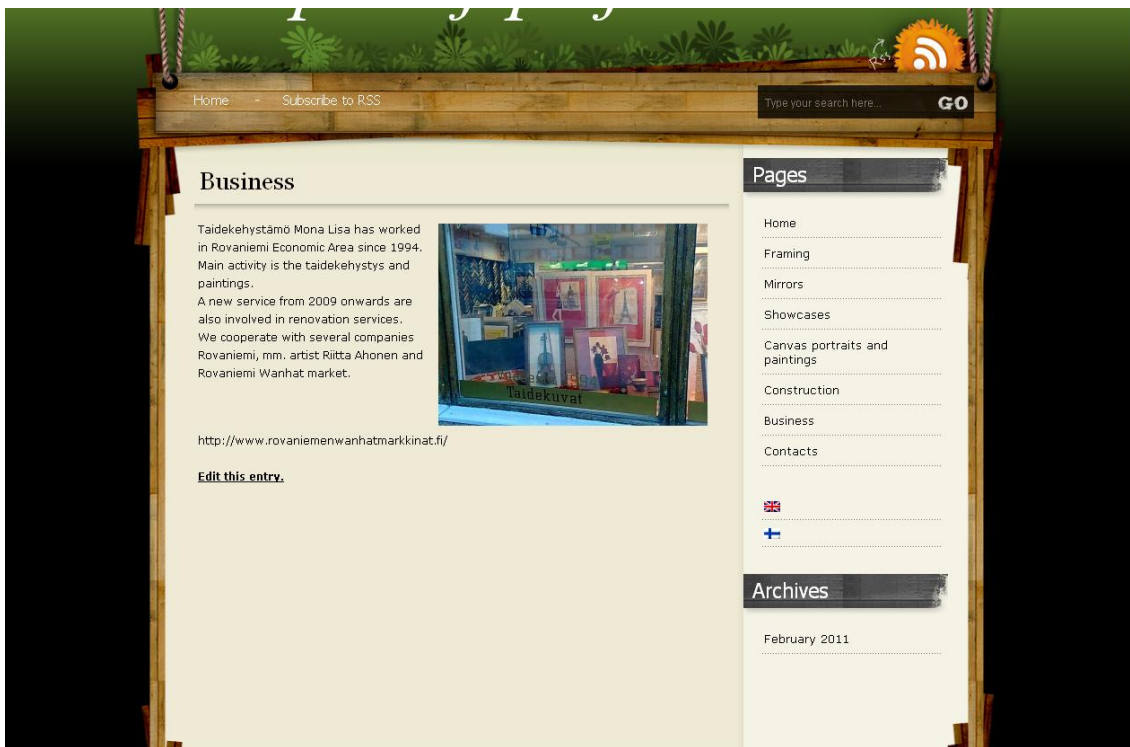


## Canvas Webpage



The screenshot shows a webpage with a wooden frame border and a green background with foliage. At the top, there is a navigation bar with "Home" and "Subscribe to RSS" on the left, and a search bar with "Type your search here..." and a "GO" button on the right. A RSS icon is also present. The main content area is titled "Canvas portraits and paintings" and contains text about "Teetämme Sub portraits (pencil - and pastel), artist Riitta Ahoesella. (see front page)" with a link to "http://www.santart.fi/" and an "Edit this entry." link. To the right of the text is a framed portrait of a man and a woman. On the right side of the page, there is a "Pages" sidebar with links for Home, Framing, Mirrors, Showcases, Canvas portraits and paintings, Construction, Business, and Contacts. Below the "Pages" sidebar is a language selector with flags for the UK and Finland, and a plus sign. At the bottom of the sidebar is an "Archives" section with a link for "February 2011".

## Business Webpage



The screenshot shows a webpage with a wooden frame border and a green background with foliage. At the top, there is a navigation bar with "Home" and "Subscribe to RSS" on the left, and a search bar with "Type your search here..." and a "GO" button on the right. A RSS icon is also present. The main content area is titled "Business" and contains text about "Taidekehystämö Mona Lisa has worked in Rovaniemi Economic Area since 1994. Main activity is the taidekehystys and paintings. A new service from 2009 onwards are also involved in renovation services. We cooperate with several companies Rovaniemi, mm. artist Riitta Ahonen and Rovaniemi Wanhat market." with a link to "http://www.rovaniemenwanhatmarkkinat.fi/" and an "Edit this entry." link. To the right of the text is a photograph of a shop window display with various framed artworks and the text "Taidekuvat" at the bottom. On the right side of the page, there is a "Pages" sidebar with links for Home, Framing, Mirrors, Showcases, Canvas portraits and paintings, Construction, Business, and Contacts. Below the "Pages" sidebar is a language selector with flags for the UK and Finland, and a plus sign. At the bottom of the sidebar is an "Archives" section with a link for "February 2011".