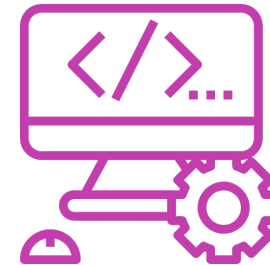


# Tu sitio en INTERNET



Dominio  
Alojo  
Objetivos  
Planificación  
Plataformas  
Plantillas  
Producción  
Publicación



**Prof. Yosanalís Torres Hernández**

Especialista en Medios Digitales e Integración  
de Tecnologías Emergentes

Communicator | Creative | Techie | TICs | Media,  
Web and Graphic Design Professor



# Objetivos

- Conocer sobre la historia, el funcionamiento y la importancia de Internet en nuestros días.
- Discutir la necesidad profesional de su presencia en Internet.
- Presentar opciones de plataformas y plantillas para desarrollar sitios en Internet.
- Explorar el proceso de planificación, desarrollo y publicación de su sitio en Internet.



[desmotivaciones.es](http://desmotivaciones.es)

# Tim Berners-Lee

no lo conoceras pero sin él, tu vida sería otra... Fue quien creó Internet

«La web es más una creación social que técnica. La diseñé para un efecto social —para ayudar a las personas que trabajan juntas— y no como un juguete técnico. El objetivo último de la web es apoyar y mejorar nuestra existencia en la telaraña mundial. Nos agrupamos en familias, asociaciones y empresas. Desarrollamos la confianza a grandes distancias, y la desconfianza a la vuelta de la esquina».



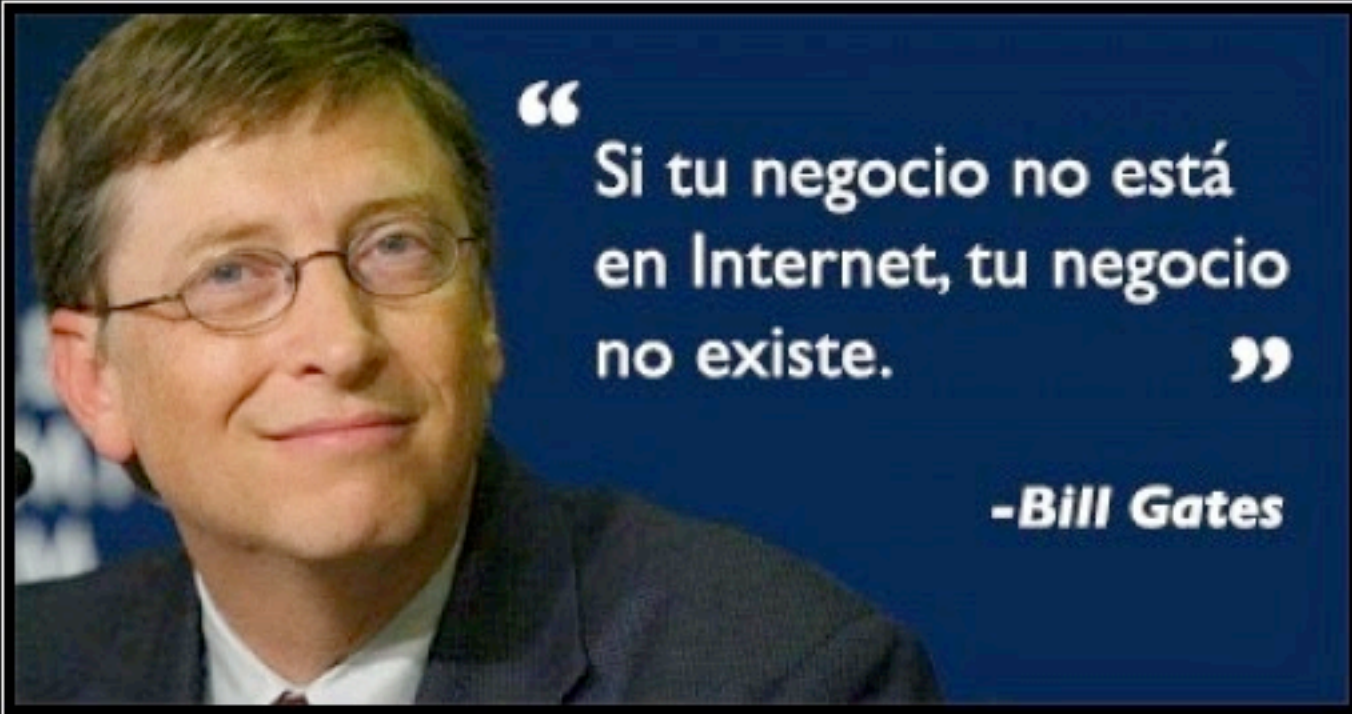
Sir [Timothy Tim John Berners-Lee](#), [OM](#), [KBE](#) (n. [Londres](#); 8 de junio de 1955), conocido como **TimBL** o **TBL**, es un [ingeniero físico británico](#) considerado el padre de la [web](#).



**Aquellos que están tan locos  
como para pensar que pueden  
cambiar el mundo, son aquellos  
que lo hacen**

**Steve Jobs**





## Frase Celebre de Bill Gates

si tu negocio no está en internet,  
tu negocio no existe.



**Tim Berners-Lee** ✓

@timberners\_lee

 **Follow**

[internetlivestats.com/watch/websites/](http://internetlivestats.com/watch/websites/) recently passed a billion websites by their count....

5:20 PM - 16 Sep 2014



353



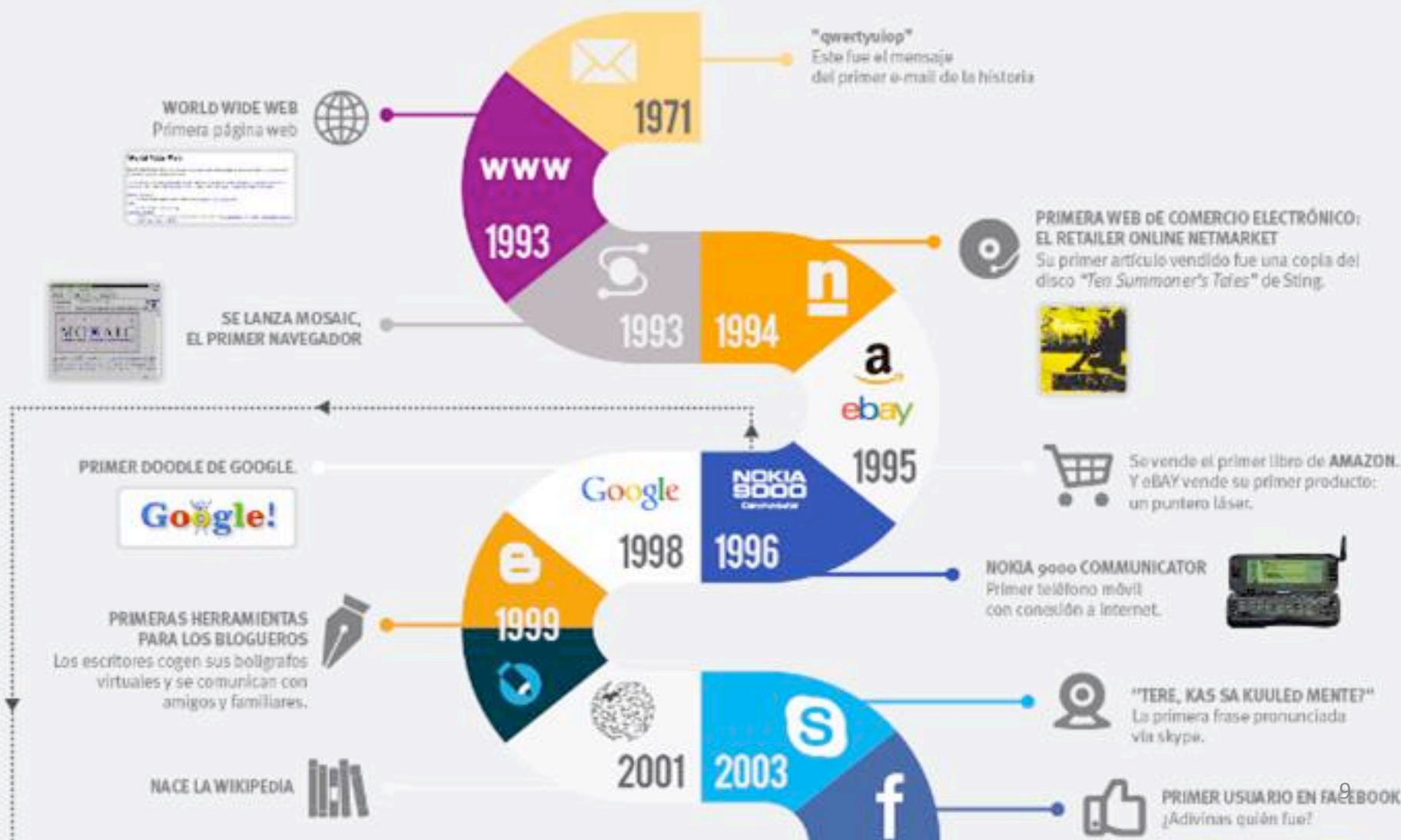
209

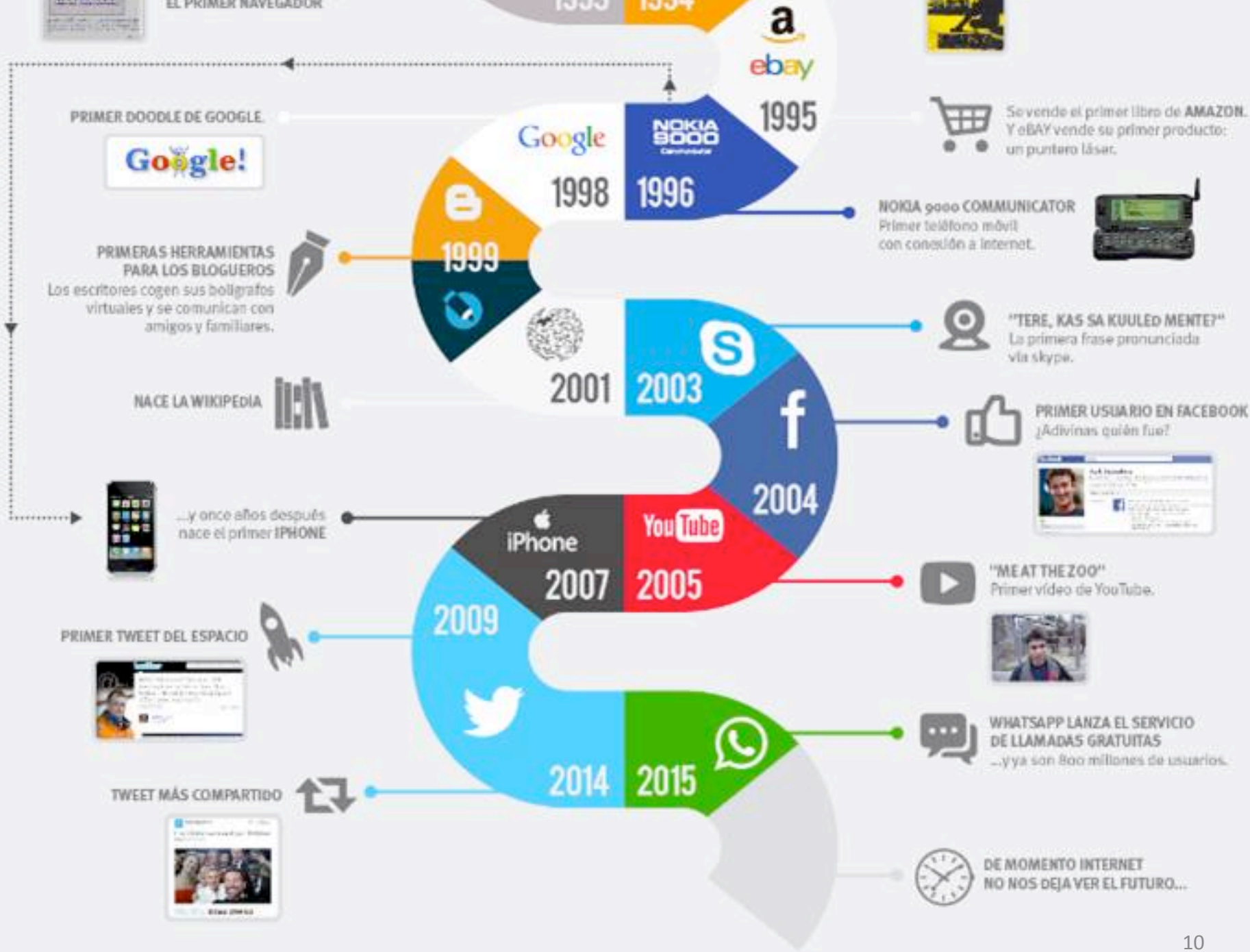
# Historia y funcionamiento de Internet



# Breve historia de internet

internetAcademi

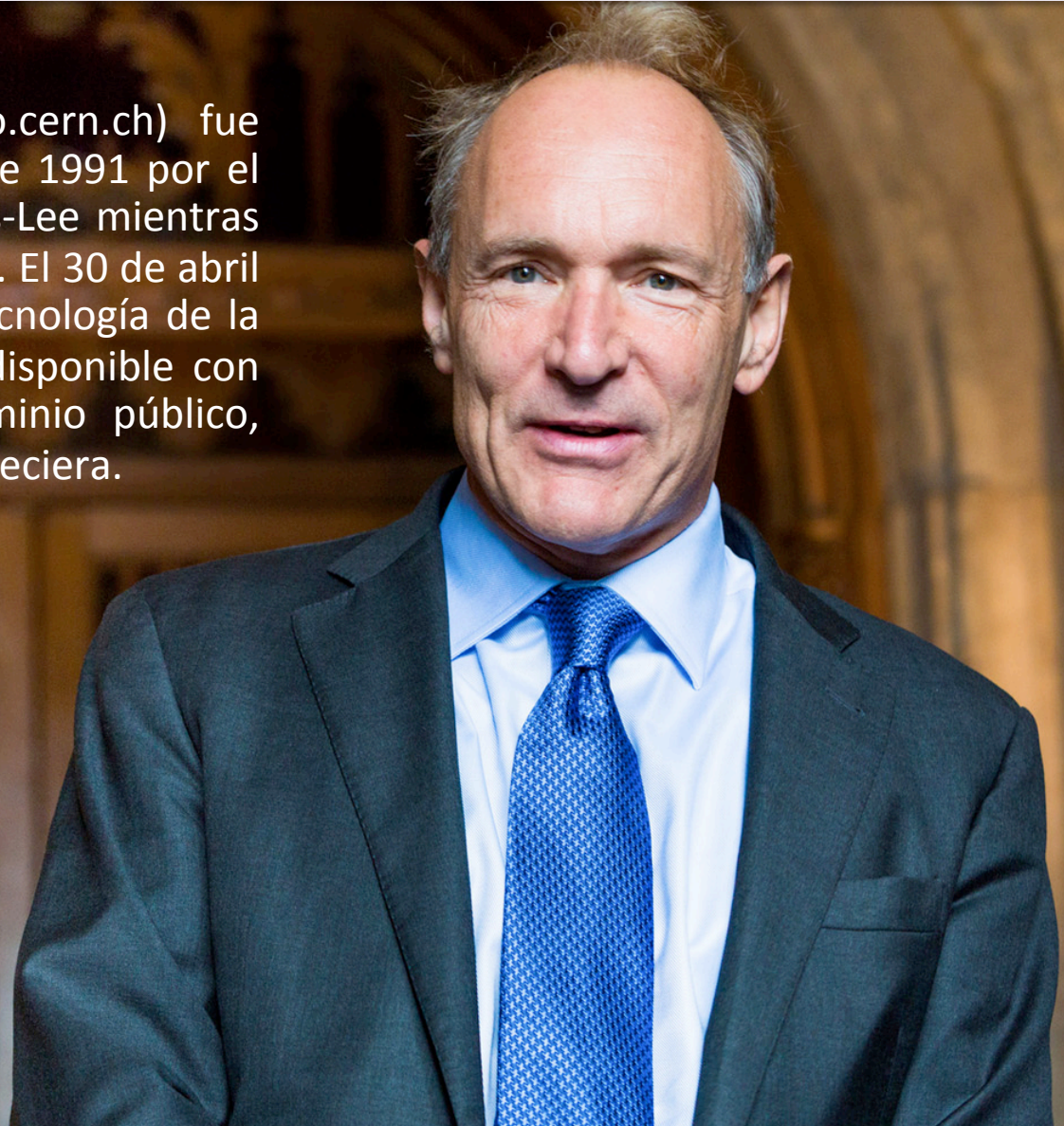






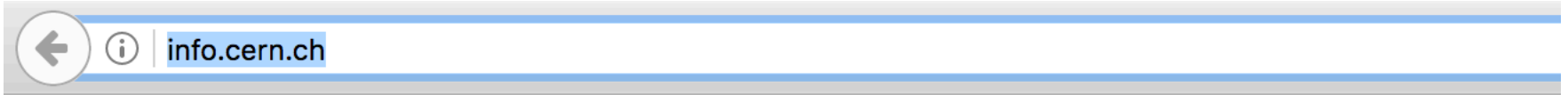
# Datos del desarrollo de los websites

El primer sitio web ([info.cern.ch](http://info.cern.ch)) fue publicado el 6 de agosto de 1991 por el físico británico Tim Berners-Lee mientras estaba en el CERN, en Suiza. El 30 de abril de 1993 el CERN hizo la tecnología de la World Wide Web ("W3") disponible con base 'royalty-free' de dominio público, permitiendo que la web floreciera.





# Datos del desarrollo de los websites



## **http://info.cern.ch - home of the first website**

From here you can:

- [Browse the first website](#)
- [Browse the first website using the line-mode browser simulator](#)
- [Learn about the birth of the web](#)
- [Learn about CERN, the physics laboratory where the web was born](#)

# Datos del desarrollo de los websites

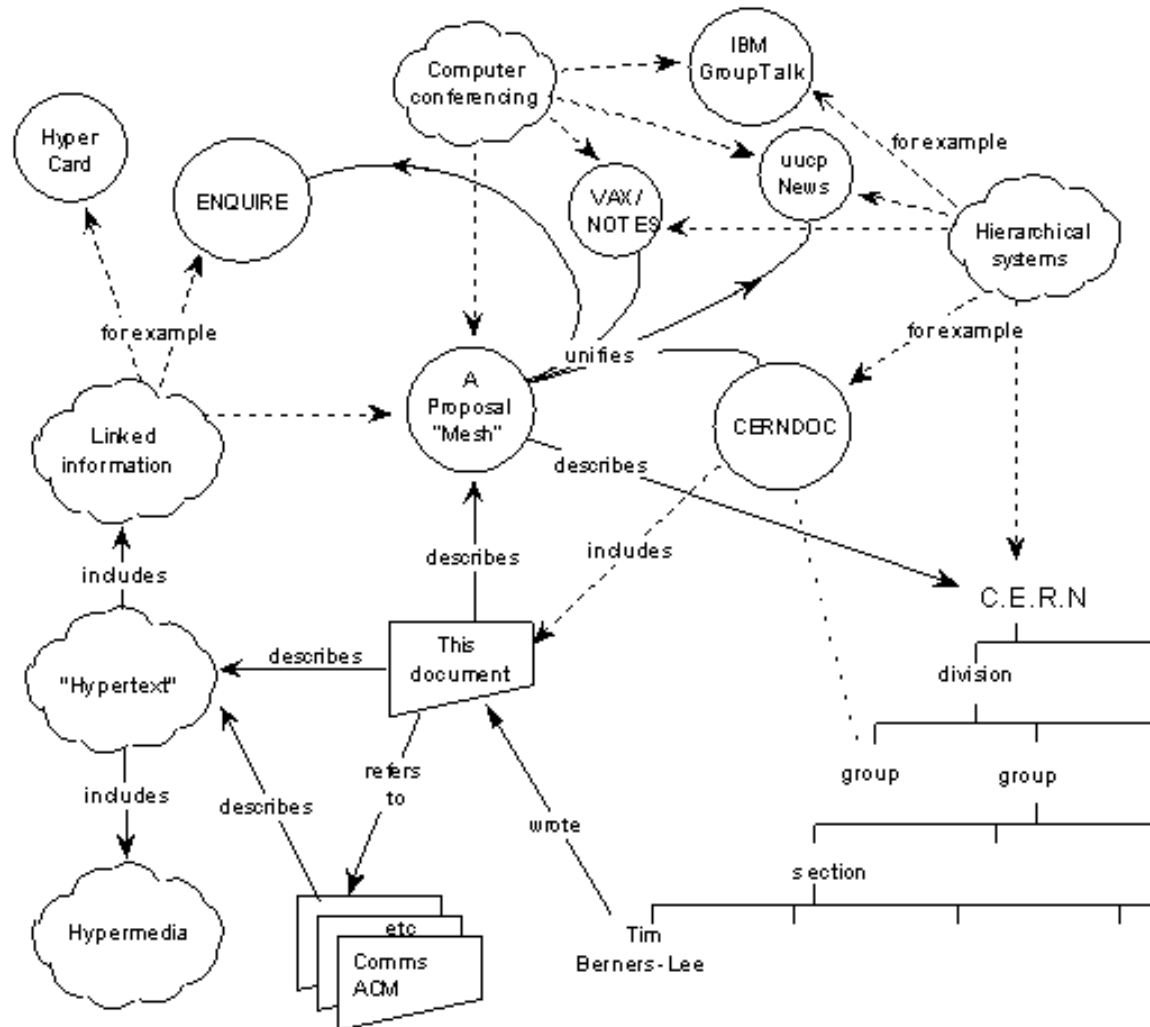
<http://info.cern.ch> - home of the first website

From here you can:

- [Browse the first](#)
- [Browse the first website using the line-mode browser simulator](#)
- [Learn about the birth of the web](#)
- [Learn about CERN, the physics laboratory where the web was born](#)

# Datos del desarrollo de los websites

La World Wide Web fue inventada en marzo de 1989 por Tim Berners-Lee. También introdujo el primer servidor web, el primer navegador y editor ("WorldWideWeb.app"), el Hypertext Transfer Protocol (HTTP) y, en octubre de 1990, la primera versión del "HyperText Markup Language" (HTML).

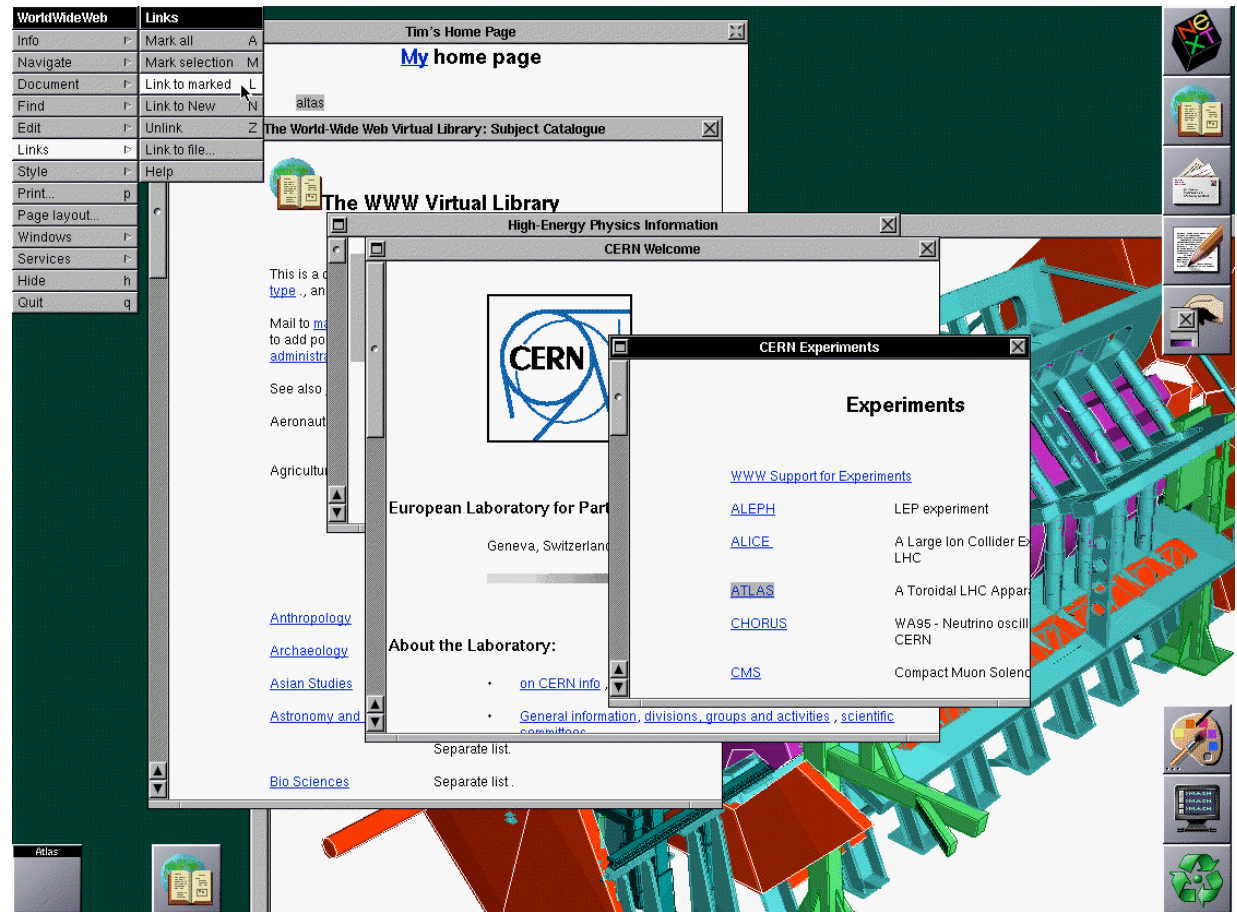


La propuesta original de 1989.

# Datos del desarrollo de los websites

## [WorldWideWeb.app](#)

El primer navegador web, o editor de navegador, se llamaba WorldWideWeb, ya que, después de todo, cuando fue escrito en 1990, era la única manera de ver la web.

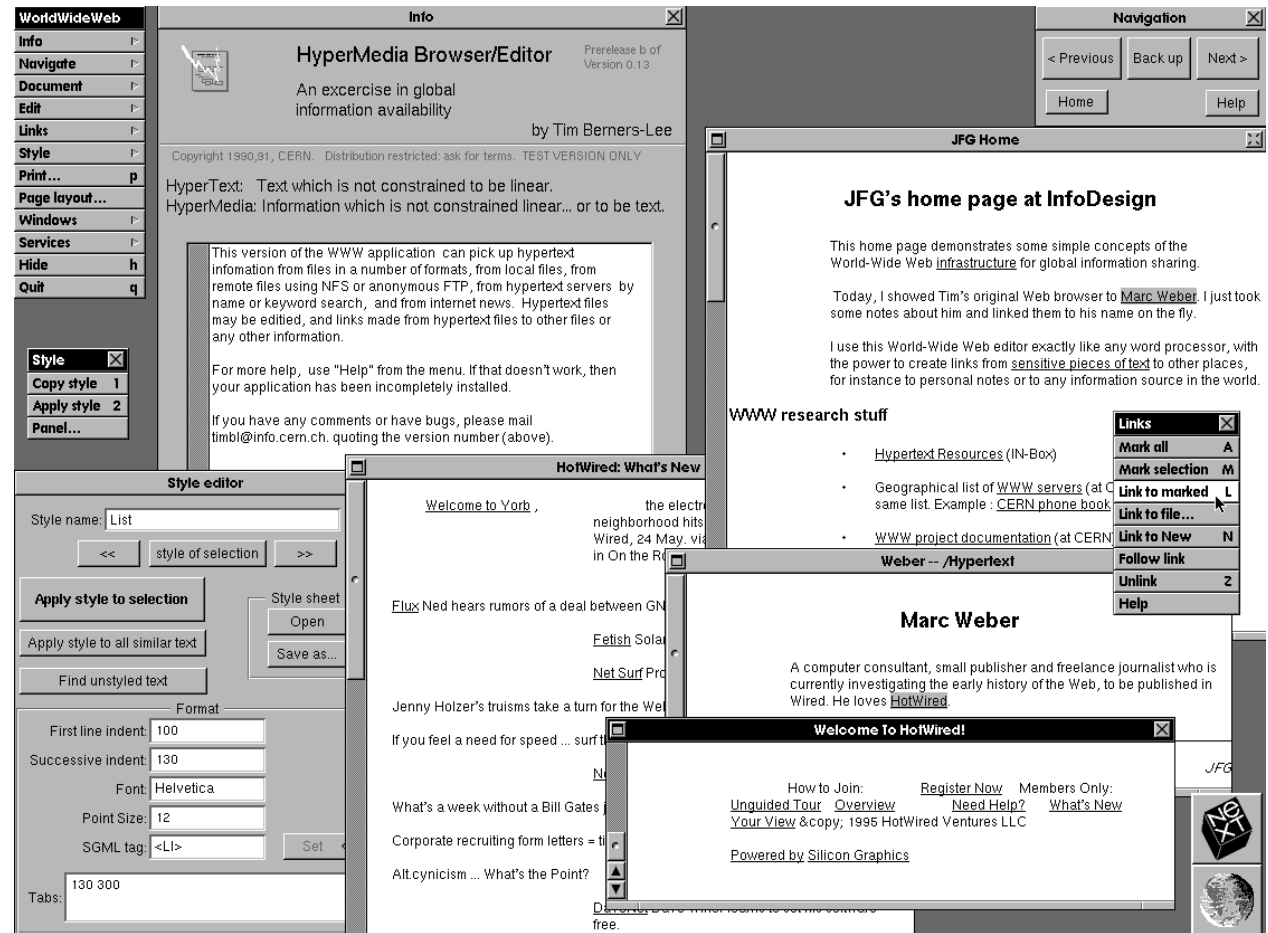




# Datos del desarrollo de los websites

## WorldWideWeb.app

El primer navegador web, o editor de navegador, se llamaba WorldWideWeb, ya que, después de todo, cuando fue escrito en 1990, era la única manera de ver la web.



# Datos del desarrollo de los websites

Sólo en 2013, la web ha crecido en más de un tercio: de unos 630 millones de sitios web a principios de año a más de 850 millones en diciembre de 2013 (de los cuales 180 millones estaban activos).

Más del 50% de los sitios web de hoy están alojados en Apache o nginx, ambos servidores web de código abierto. A partir de junio de 2014, Microsoft tiene muy cerca de Apache en términos de cuota de mercado (sólo una diferencia de 0,15% separa los dos). Si la tendencia continúa, Microsoft pronto podría convertirse en el principal desarrollador de servidores web por primera vez en la historia.

# La importancia de Internet



¿Por qué tenemos que tener  
presencia en Internet?



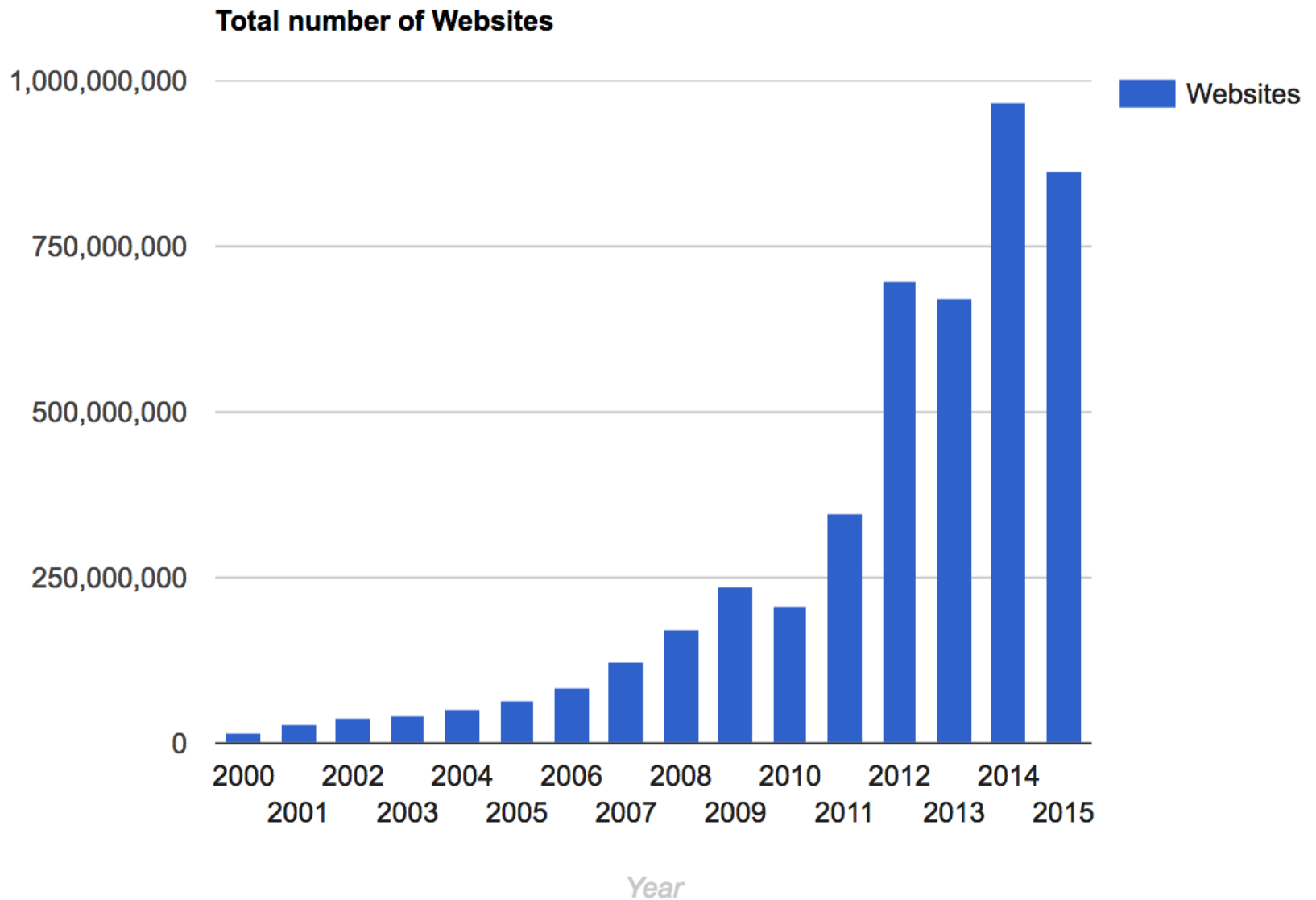
# Total number of Websites

**1,185,261,661**

Websites online right now



There are over 1 billion websites on the world wide web today. This milestone was first reached in September of 2014, as confirmed by **NetCraft** in its October 2014 *Web Server Survey* and first estimated and announced by **Internet Live Stats** ([see the tweet](#) from the inventor of the World Wide Web, Tim Berners-Lee). The number had subsequently declined, reverting back to a level below 1 billion (due to the monthly fluctuations in the count of inactive websites) before reaching again and stabilizing above the 1 billion mark starting in March of 2016. From 1 website in 1991 to 1 billion in 2014, the chart and table below show the total number of websites by year throughout history:



By "**Website**" we mean **unique hostname** (a name which can be resolved, using a name server, into an IP Address).

It must be noted that around 75% of websites today are not active, but parked domains or similar. <sup>[1]</sup>

| Year<br>(June) | Websites           | Change | Internet Users | Users per<br>Website | Websites launched                                                                  |
|----------------|--------------------|--------|----------------|----------------------|------------------------------------------------------------------------------------|
| 2015           | <b>863,105,652</b> | -11%   | 3,185,996,155* | 3.7                  |                                                                                    |
| 2014           | <b>968,882,453</b> | 44%    | 2,925,249,355  | 3.0                  |                                                                                    |
| 2013           | <b>672,985,183</b> | -3%    | 2,756,198,420  | 4.1                  |                                                                                    |
| 2012           | <b>697,089,489</b> | 101%   | 2,518,453,530  | 3.6                  |                                                                                    |
| 2011           | <b>346,004,403</b> | 67%    | 2,282,955,130  | 6.6                  |                                                                                    |
| 2010           | <b>206,956,723</b> | -13%   | 2,045,865,660  | 9.9                  | <a href="#">Pinterest</a>                                                          |
| 2009           | <b>238,027,855</b> | 38%    | 1,766,206,240  | 7.4                  |                                                                                    |
| 2008           | <b>172,338,726</b> | 41%    | 1,571,601,630  | 9.1                  | <a href="#">Dropbox</a>                                                            |
| 2007           | <b>121,892,559</b> | 43%    | 1,373,327,790  | 11.3                 | <a href="#">Tumblr</a>                                                             |
| 2006           | <b>85,507,314</b>  | 32%    | 1,160,335,280  | 13.6                 | <a href="#">Twtrr</a>                                                              |
| 2005           | <b>64,780,617</b>  | 26%    | 1,027,580,990  | 16                   | <a href="#">YouTube</a> , <a href="#">Reddit</a>                                   |
| 2004           | <b>51,611,646</b>  | 26%    | 910,060,180    | 18                   | <a href="#">Thefacebook</a> , <a href="#">Flickr</a>                               |
| 2003           | <b>40,912,332</b>  | 6%     | 778,555,680    | 19                   | <a href="#">WordPress</a> , <a href="#">LinkedIn</a>                               |
| 2002           | <b>38,760,373</b>  | 32%    | 662,663,600    | 17                   |                                                                                    |
| 2001           | <b>29,254,370</b>  | 71%    | 500,609,240    | 17                   | <a href="#">Wikipedia</a>                                                          |
| 2000           | <b>17,087,182</b>  | 438%   | 413,425,190    | 24                   | Baidu                                                                              |
| 1999           | <b>3,177,453</b>   | 32%    | 280,866,670    | 88                   | <a href="#">PayPal</a>                                                             |
| 1998           | <b>2,410,067</b>   | 116%   | 188,023,930    | 78                   | <a href="#">Google</a>                                                             |
| 1997           | <b>1,117,255</b>   | 334%   | 120,758,310    | 108                  | <a href="#">Yandex</a>                                                             |
| 1996           | <b>257,601</b>     | 996%   | 77,433,860     | 301                  |                                                                                    |
| 1995           | <b>23,500</b>      | 758%   | 44,838,900     | 1,908                | <a href="#">Altavista</a> , <a href="#">Amazon</a> ,<br><a href="#">AuctionWeb</a> |
| 1994           | <b>2,738</b>       | 2006%  | 25,454,590     | 9,297                | <a href="#">Yahoo</a>                                                              |
| 1993           | <b>130</b>         | 1200%  | 14,161,570     | 108,935              |                                                                                    |
| 1992           | <b>10</b>          | 900%   |                |                      |                                                                                    |
| Aug.<br>1991   | <b>1</b>           |        |                |                      | <a href="#">World Wide Web<br/>Project</a>                                         |

Source: **NetCraft and Internet Live Stats** (elaboration of data by *Matthew Gray of MIT and Hobbes' Internet Timeline and Pingdom*)

# Plataformas



# Plantillas

The screenshot shows the Wix website templates gallery for business/technology/apps. The left sidebar contains navigation options: NEW!, Most Popular, Blank Templates, Categories, See All Templates, and a Business category with sub-options like Consulting & Coaching, Services & Maintenance, Advertising & Marketing, Automotive & Cars, Real Estate, Finance & Law, Technology & Apps (highlighted), and Pets & Animals. The main area displays six template thumbnails with their respective titles: New Software Landing Page, Web-Studio, Mobile Marketing, Marketing Strategy, and two others partially visible at the bottom.

NEW!

Most Popular

Blank Templates

Categories

See All Templates

Business

- Consulting & Coaching
- Services & Maintenance
- Advertising & Marketing
- Automotive & Cars
- Real Estate
- Finance & Law
- Technology & Apps
- Pets & Animals

Online Store

Photography

Video

New Software Landing Page

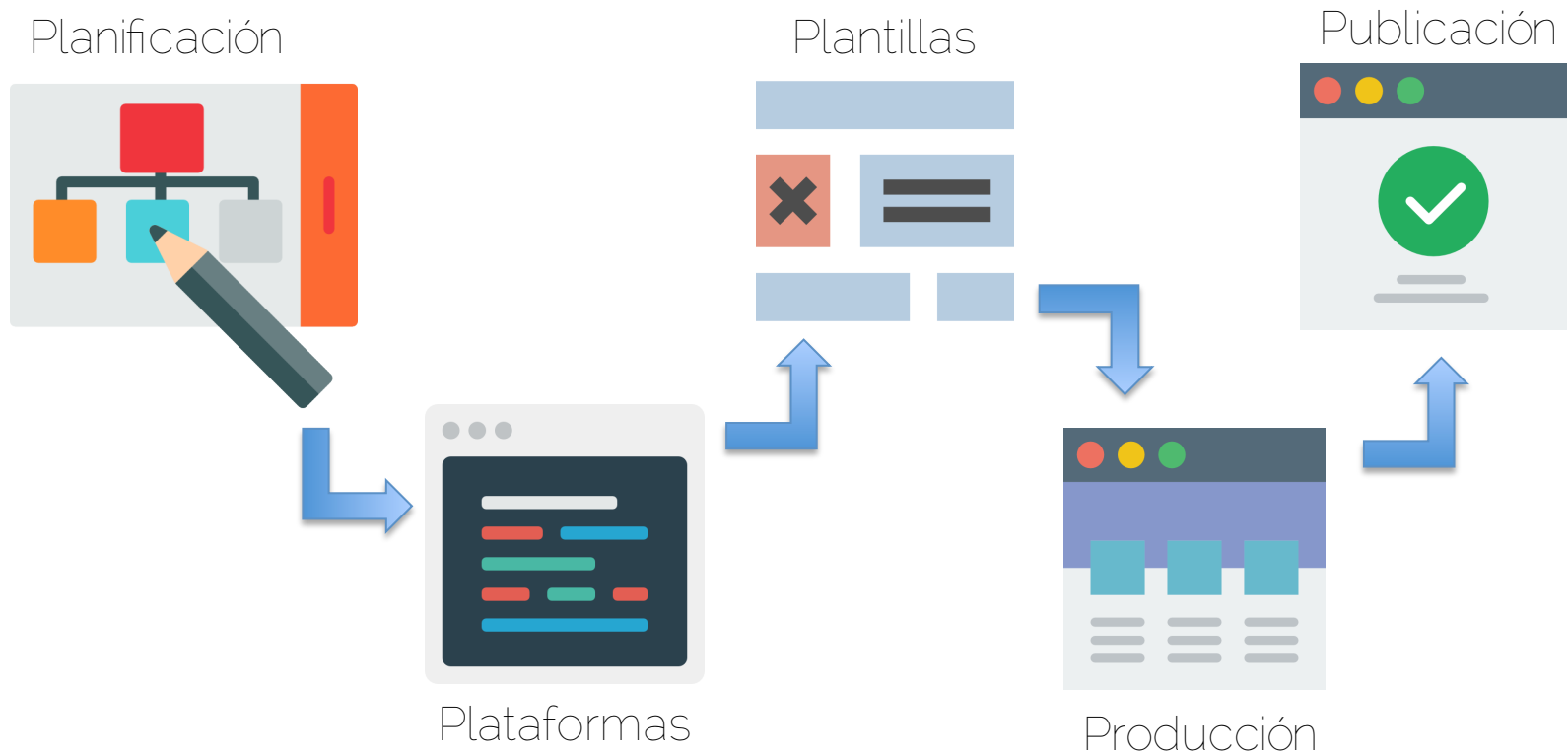
Web-Studio

Mobile Marketing

Marketing Strategy



# El proceso



## 4 elementos esenciales para su sitio web

- Nombre y logotipo
- La historia
- Información de los servicios
- Contacto

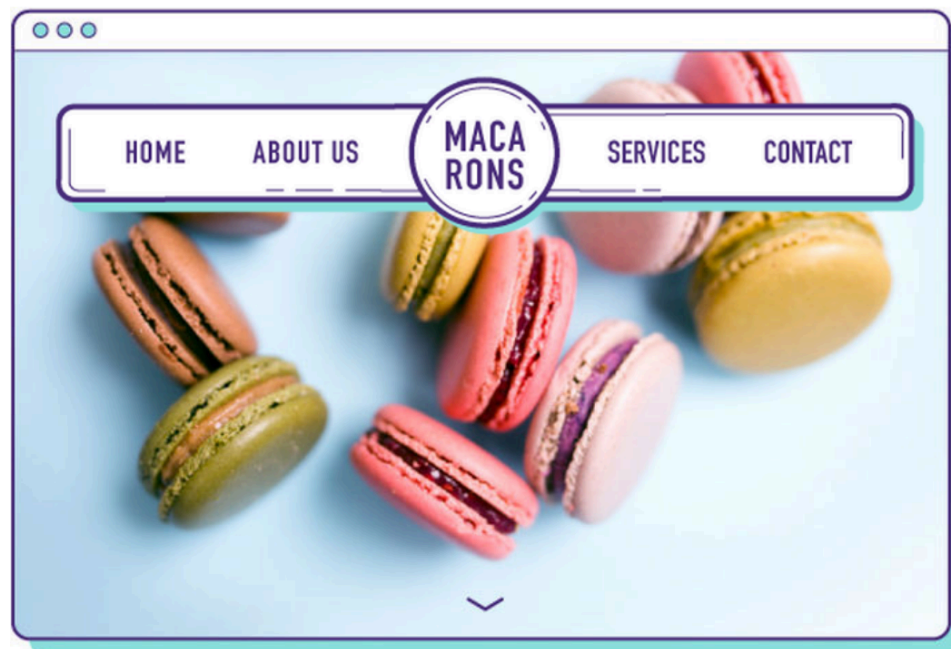
1

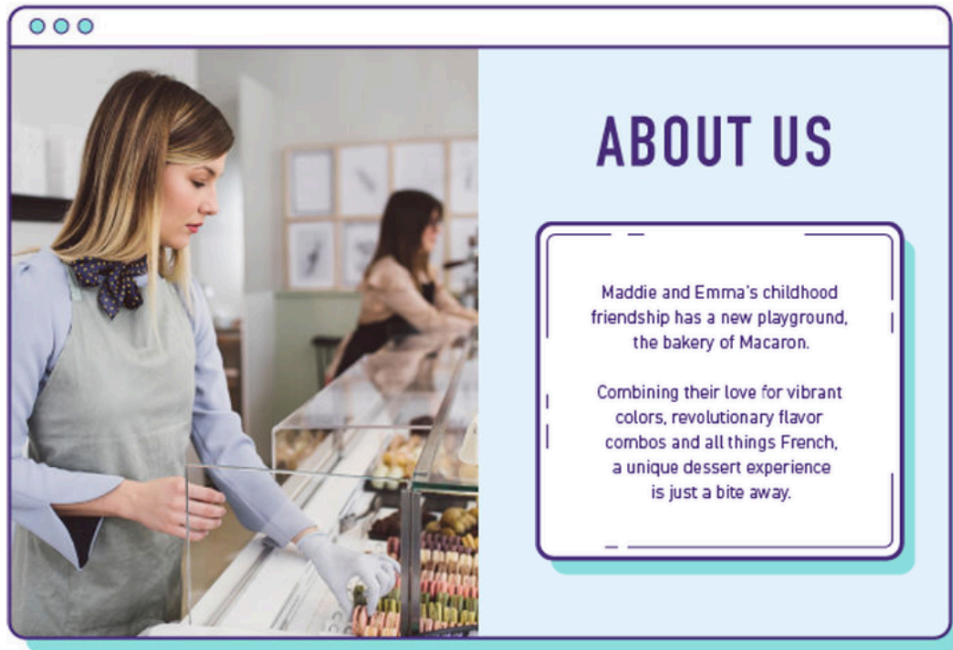
## Introduce Yourself

Present your name, business and logo.  
Make these items stand out.

**Tip:** Keep your site menu simple so people can easily find what they're looking for.

[Go to My Site](#)





## Tell Your Story

Share who you are and how you got started. People love a good story.

**Tip:** Break up your text into easy to read chunks or use bullets.

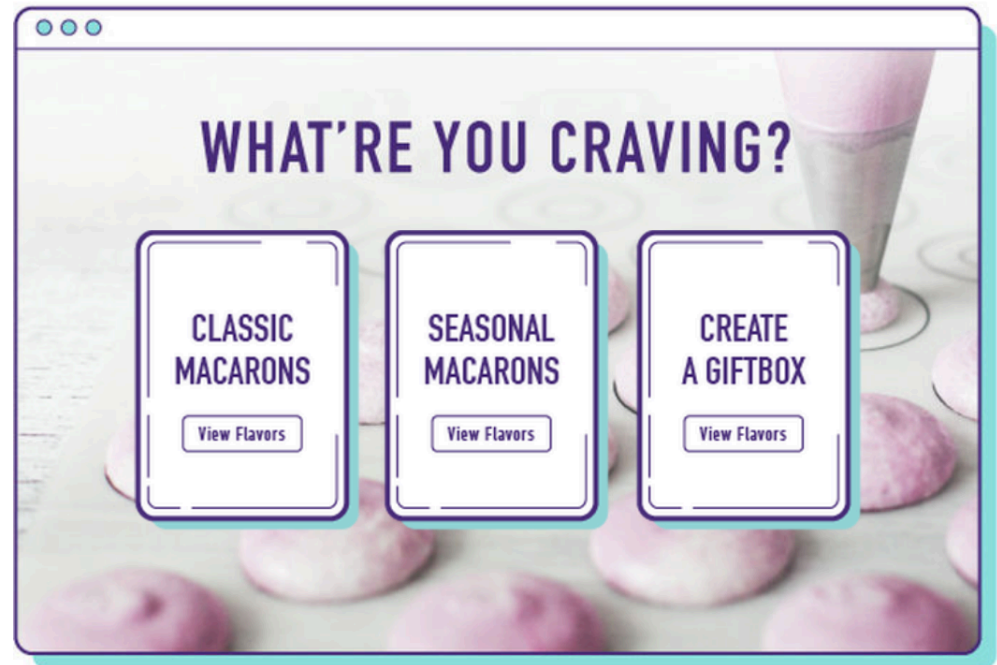
[Go to My Site](#)

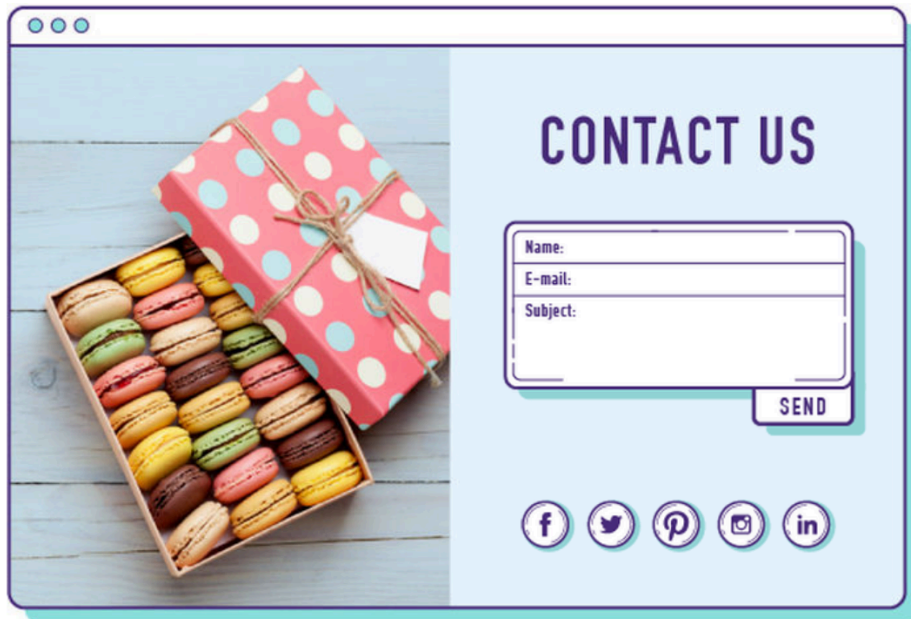
## Showcase What You Do

Focus on the benefits of your products or services. People want to know what's in it for them immediately.

**Tip:** Guide visitors to take action with buttons, like *Shop Now* or *Sign Up*.

[Go to My Site](#)





## Make It Easy for Visitors to Contact You

Place your contact info and social links at the top or bottom of your website, where people are used to finding them.

**Tip:** Set up your contact form by connecting it to your email.

[Go to My Site](#)



[www.wix.com](http://www.wix.com)





Funciones

Explora

Suscripciones ▾

Plantillas

Ayuda



Entrar

# Todo empieza con tu increíble página web

Wix combina la belleza con la más avanzada tecnología para crear tu increíble página web. Es fácil y gratis.

Empieza ya



# Log In

New to Wix? [Sign Up](#)

Continue with Facebook

Continue with Google

Or use your email

Email



# Log In

New to Wix? [Sign Up](#)

Email

|

Password

☒ Remember Me

[Forgot Password?](#)

Log In



Continue with Facebook

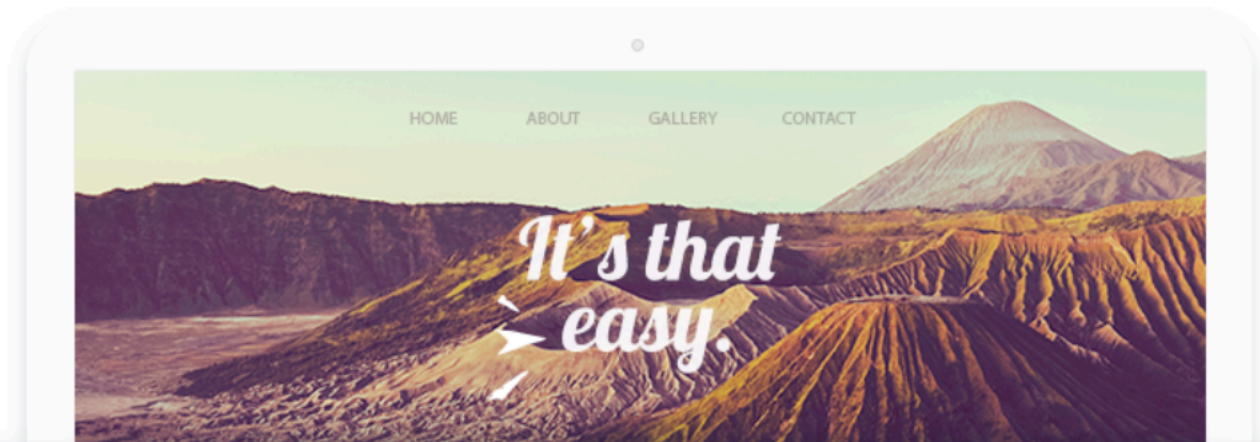


Continue with Google

# Welcome to Wix

Let's get your website online today!

Create Your Website



Can't find your website under My Sites? [Try signing in with a different account](#)

# What kind of website do you want to create?

[Business >](#)

[Designer >](#)

[Blog >](#)

[Online Store >](#)

[Restaurants & Food >](#)

[Beauty & Wellness >](#)

[Photography >](#)

[Accommodation >](#)

[Portfolio & CV >](#)

[Music >](#)

[Events >](#)

[Other >](#)



## Create Your Website with Wix ADI

Use Wix Artificial Design Intelligence to help you create your stunning website.

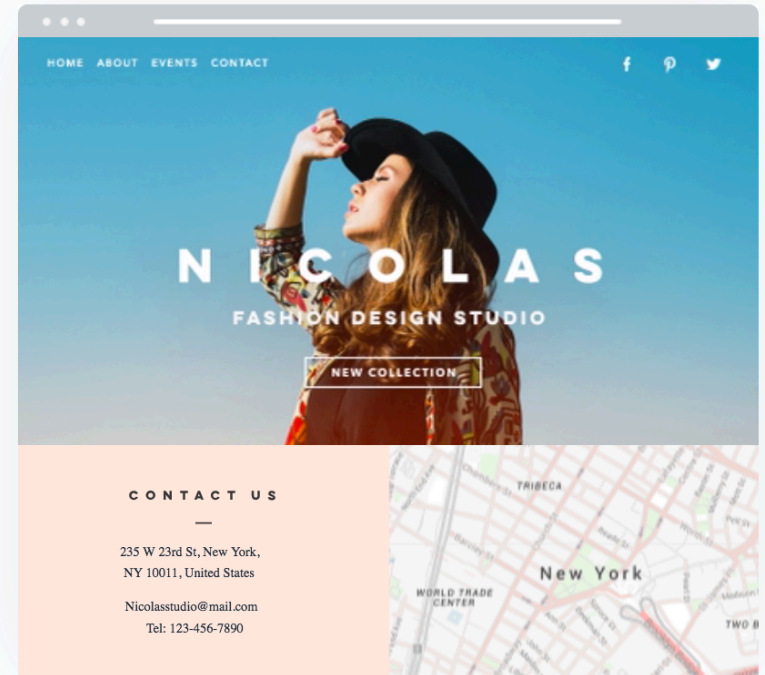
Start with Wix ADI



## Create Your Website with the Wix Editor

Easy drag and drop, advanced design features, specialized Apps and more.

Start with Wix Editor



What Kind of Portfolio or CV Do You Want to Create?

Q

e.g. Graphic Design Portfolio, Resume, Writing Portfolio

Next >

**Tip:** Select your business or website type so ADI can start to custom-build a website for your needs

Skip >>

What Kind of Portfolio or CV Do You Want to Create?

Q Tech Blogger

---

**Related Results**

Blogger

TV Blogger

Ad Blogger

UX/UI Blogger

News Blogger

Art Blogger

Next >

**Tip:** Select your business or website type so ADI can start to custom-build a website for your needs

Skip >>



OPTIONAL

Does your website need any of the following features?

- ☐ Sell online
- ☐ Take bookings & appointments
- ☐ Get subscribers

< Back

Next >

Skip >>



< Back

What is the name of your Blog or Website?

---

Next >

Where is your business located?

ex. 235 Spring St, New York, NY

---

Address is not relevant for you? You can skip to the next page.

< Back

Next >

Skip >>



< Back

Wix ADI wants to learn about you: Yosanalís  
Torres

Wix ADI will start by gathering info from public internet  
sources. You'll be able to check and edit everything before  
it goes live.

Next >

Nothing will be published online without your review & approval.

Skip >>

# Hello. I am ADI, Wix's Artificial Design Intelligence.

I was developed to guide you in creating a stunning website. I can create billions of combinations of text, images and more. Now that I've learned who you are, I'll use that information to design a website that's uniquely yours.



# Now I'm Going to Create Your Homepage

Let me take over for a few moments and I'll create the initial design of your stunning homepage right before your eyes.

Preparing...

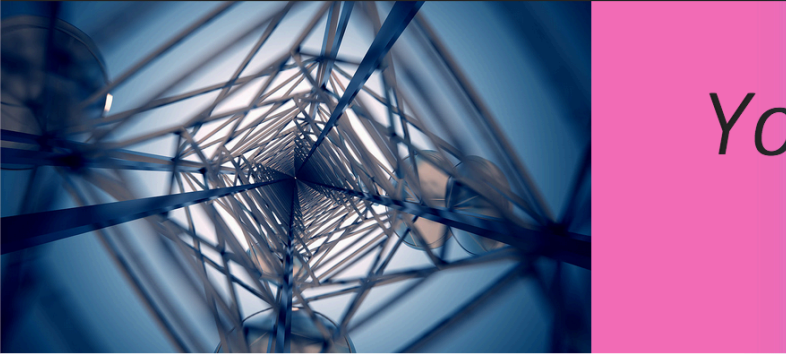
# Now I'm Going to Create Your Homepage

Let me take over for a few moments and I'll create the initial design of your stunning homepage right before your eyes.

Create My Homepage

http://www.wix.com/mysite [Connect Your Domain](#)

 **Yosanalís** [Home](#) [More](#) [yosanalís@gmail.com](#) 78



*Is the expensive screen replacement worth it?*  
August 29, 2016



 Cheap and reliable: check out these sturdy laptops...  
August 29, 2016

 5 reasons to keep your landline phone  
August 29, 2016



Here it is, the first version of  
your homepage!

Keep going - I'll show you how to create the rest  
of your website. Click the circle below to exit or  
rejoin my tour at any time.





# Pasos para tu sitio en Internet

1. Abre una cuenta en [www.wix.com](http://www.wix.com)
2. Escoge una categoría
3. Escoge una plantilla
4. Edita la plantilla
5. Prueba
6. Publica
7. Comparte

# 1. Abre una cuenta en [www.wix.com](http://www.wix.com)



## Log In

New to Wix? [Sign Up](#)

Email

|

Password

☒ Remember Me

[Forgot Password?](#)

Log In



Continue with Facebook



Continue with Google

## 2. Escoge una categoría

www.wix.com/website/templates/html/business/technology-apps/2

NEW!  
Most Popular  
Blank Templates

Categories

See All Templates

Business

- Consulting & Coaching
- Services & Maintenance
- Advertising & Marketing
- Automotive & Cars
- Real Estate
- Finance & Law
- Technology & Apps
- Pets & Animals

Online Store

Photography

Video

New Software Landing Page

Web-Studio

Mobile Marketing

Marketing Strategy

Price: Free

Edit

View

Info

The Mobilizers Mobile Marketing

Hello, We Do Mobile

Services About Us Contact Us

Marketing Solutions

HOME ABOUT SOLUTIONS CLIENTS CONTACT

Stunning Media Results and Social Solutions.

NEW PORTFOLIO

I'm a paragraph. Click here to add your own text and edit me. It's easy. Just click "Edit Text" or double click me and you can start adding your own content and make changes to the text. You can also place the text in a new line and use the text in a new line.

© 2013 by Marketing Solutions. Proudly created with Wix.com

Andrew Qwei Web Designer

HOME ABOUT ME

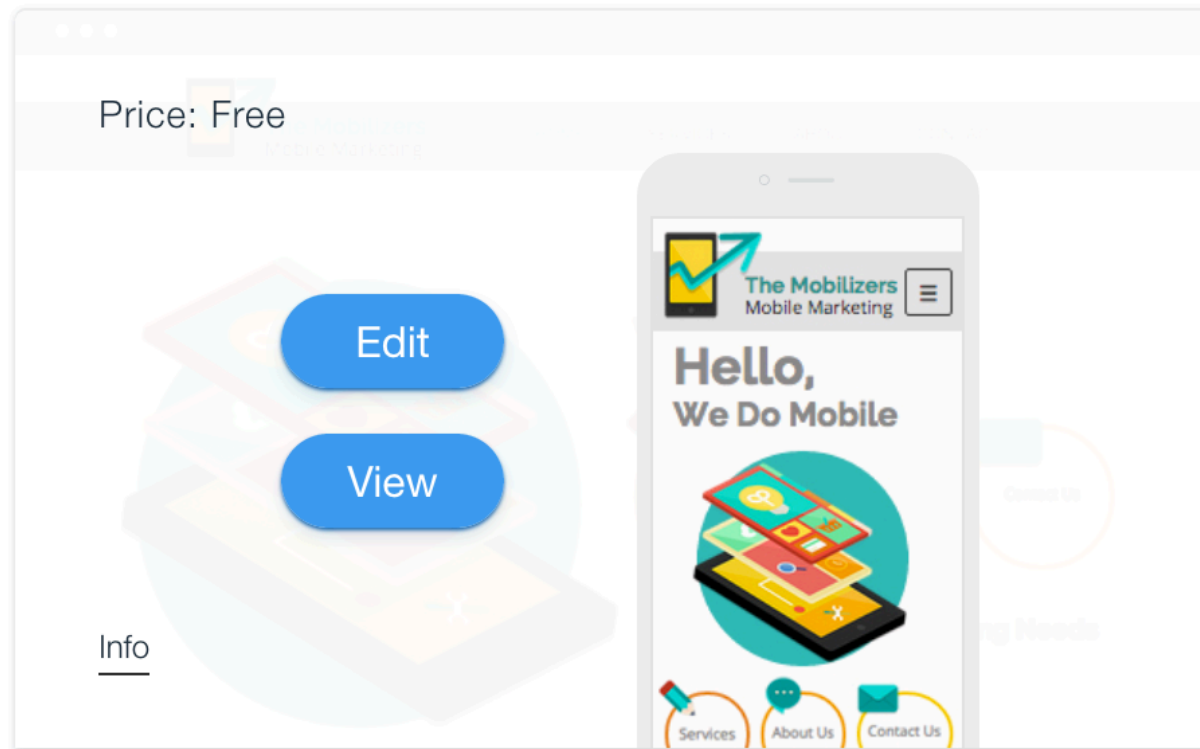
Hello!

Digital Marketing

Home Services Work About

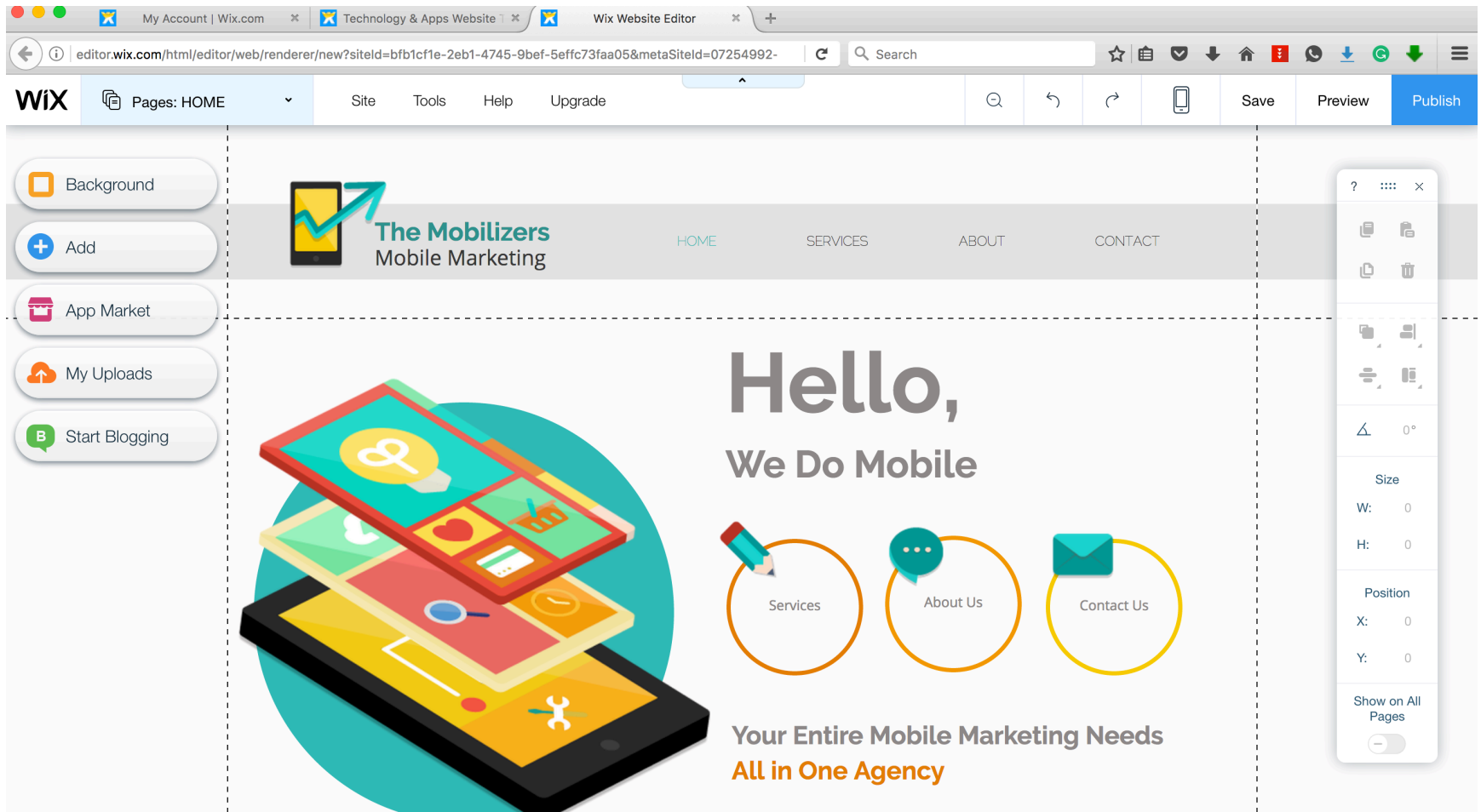
WE LIVE & BREATHE CREATIVITY

### 3. Escoge una plantilla

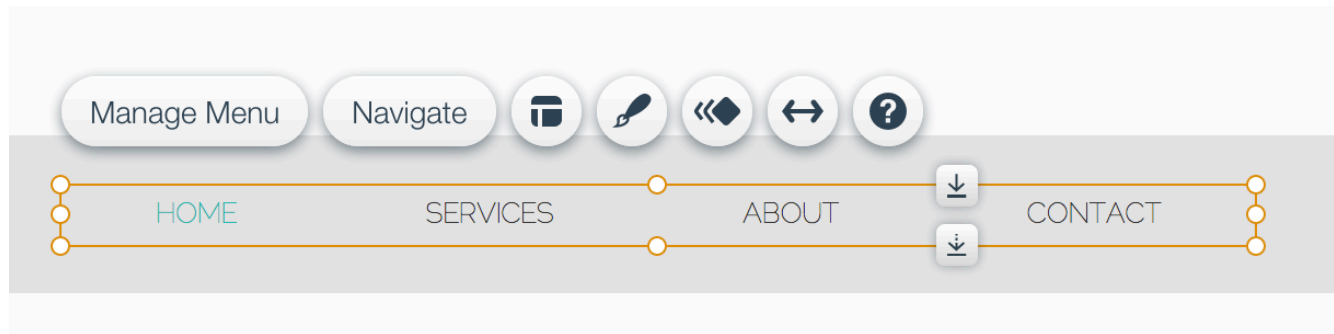


Mobile Marketing

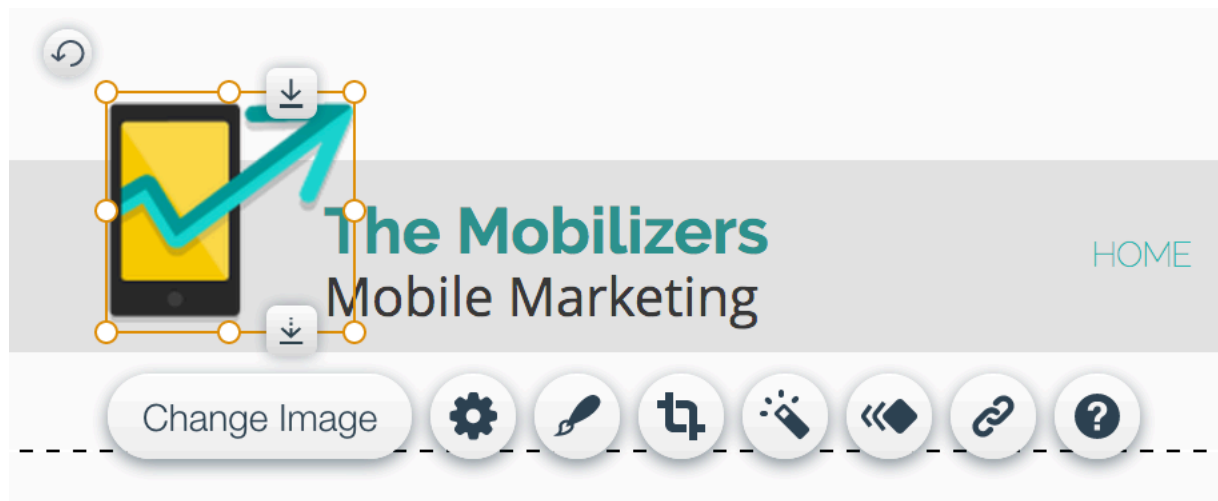
# 4. Edita la plantilla



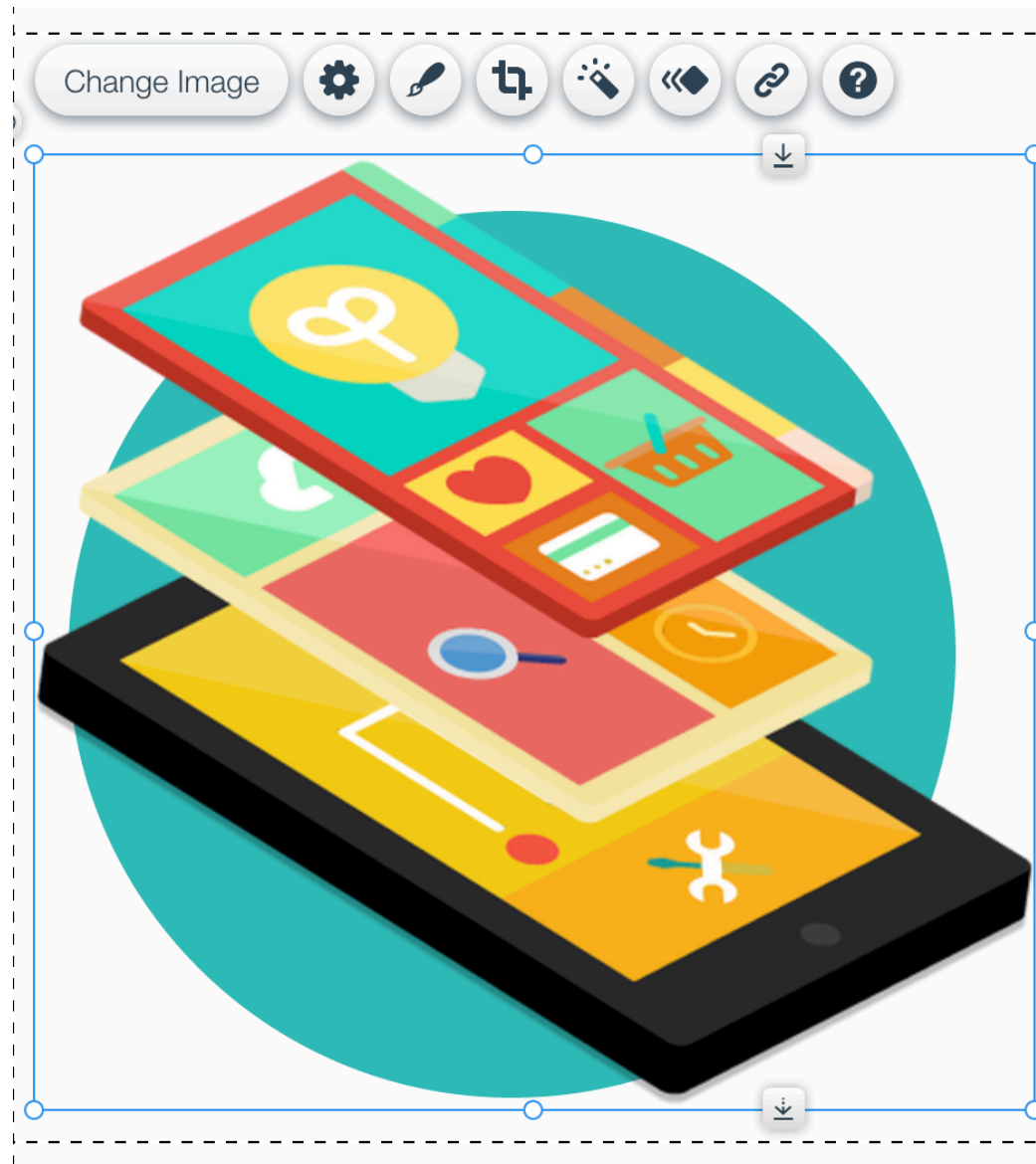
## MENU



## CONTENIDO



## CONTENIDO



# 5. Prueba

The screenshot shows the Wix website editor interface. At the top, there's a navigation bar with 'WIX' logo, 'Pages: SERVICES', and menu items 'Site', 'Tools', 'Help', 'Upgrade'. On the right, there are icons for search, undo, redo, mobile view, and buttons for 'Save', 'Preview', and 'Publish'. The main workspace shows a website template with a 'Contento' section. A blue notification dialog is centered on the screen.

**Your Site Was Saved**

When you publish, the following will be your domain:

<https://yosanalisis.wixsite.com/edudigital> Edit

---

What's Next

 **Publish your site so people can see it**  
[Publish Now](#)

Done



# 5. Prueba

editor.wix.com/html/editor/web/renderer/edit/14944f1b-64a9-4d76-9967-3cabd4380c22?editorSessionId=295922B7

WIX

You are currently in preview mode

Save

Back to Editor

Create a WIX site!

 **Contenido**  
Mobile Marketing

HOME SERVICES ABOUT CONTACT

## Our Services



Strategy

I'm a paragraph. Click here to add your own text and edit me. It's easy. Just click "Edit Text" or double click me and you can start adding your own content and make changes to the font. Feel free to drag and drop me anywhere you like on your page. I'm a great place for you to write more. Tell a story about yourself.



Clients

[Client's name](#)

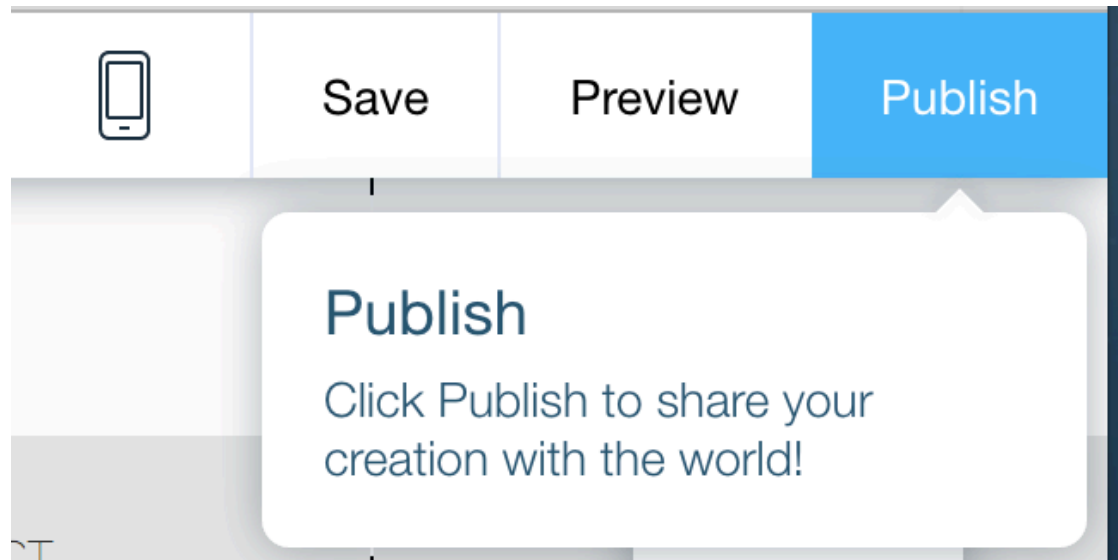
[Client's name](#)

[Client's name](#)



I'm a paragraph. Click here to add your own text and edit me. It's easy. Just click "Edit Text" or double click me and you can start adding your own content

## 6. Publica



# 7. Comparte

## Congratulations

Your site is published and is live online



<https://yosanalix.wixsite.com/edudigital>

[View Site](#)

### What's Next



#### Connect to your own branded domain

Give your site a more professional look with a domain like: [www.mystunningwebsite.com](#)

[Upgrade Now](#)

[Done](#)

<https://yosanalix.wixsite.com/edudigital>

# Referencias electrónicas

- <http://www.internetlivestats.com/total-number-of-websites/>
- [https://www.w3.org/MarkUp/tims\\_editor](https://www.w3.org/MarkUp/tims_editor)
- <http://info.cern.ch/>
- <http://www.internetlivestats.com/total-number-of-websites>
- <https://www.w3.org/History/1989/proposal.html>
- [https://www.w3.org/History/1994/WWW/Journals/CACM/screensnap2\\_24c.gif](https://www.w3.org/History/1994/WWW/Journals/CACM/screensnap2_24c.gif)

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- Noyes, Dan ["First URL active once more."](#) CERN. April 29, 2013.
- CERN. ["Twenty years of a free, open web."](#) CERN. April 30, 2013.
- Berners-Lee, Tim, with Fischetti, Mark. ["Weaving the Web"](#) Harper. San Francisco, 1999.
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