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Develop a
Search Engine Friendly
Website using Joomla



What I will discuss today....

- Brief overview of my project
- What is X Joomla!?
- Advantages and Disadvantages of using X Joomla!
- Views of my project solutions
- What I have learned during this process



Brief Overview of my Project

- Program a website using Joomla
- Website must be Optimised for Search Engines
- Navigable / Usable / Accessible
- Main emphasis on Villages, Accommodation and Eateries
- Completed project must be easily replicated



What is **X** Joomla! ?

- Free Open Source Content Management System (CMS)
- It comprises a Model-View-Controller (MVC) web application framework
- Joomla is written in PHP and uses MySQL databases
- Updated by a team of core programmers
- Object Oriented approach to programming



Advantages of **X** Joomla!.

- It's Free. No cost involved in getting the software.
- 10,000's Components, Modules and Plugins (many are free)
- Huge online resources and community forums for support
- Dynamic database driven allowing your website to grow easily
- Changing the site's template dramatically changes how the site looks



Disadvantages of X Joomla!.

NOT SEARCH ENGINE FRIENDLY

How the urls look...

http://www. Destination-LochLomond/index.php?option=com_village& Itemid=266 &view=village&vid=21

How the urls should look...

http://www.Destination-X/index.php/villages/doune

- Version 1.5 Add-ons are not compatible with Joomla version 1.6
- Gets lots of security updates and bug fixes



Home

Home

- Accommodation
- Eateries
- Businesses
- Villages
- Outdoors
- Places
- · What's On
- Advertise
- Contact Us

Accommodation

Where to stay?
Select...
What type?
Select...

Search

Welcome to Destination-Argyll

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet.

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Home | Villages | Doune

Doune

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Accommodation

Where to stay?
Select... ▼
What type?

Search

Select...

About Accommodation Eateries Activities Map / Weather

Doune (Gaelic) 'An Dun' which means 'The Fort.'

The quant village of Doune lies by the River Teith. The main attraction of the village is Doune Castle which was built in the late 14th century and is one the best preserved medieval castles in Scotland. It is built partly as a fortress and partly as a manor. Part of Monty Python and the Holy Grail was filmed here and it use to be rumoured that the inspiration for Fawlty Towers came from a stay at one of the local hotels (rumoured but not proven!) used during the filming.

Doune has many local shops, bars and hotels, and is well positioned as a base for exploring the Trossachs and Perthshire. Callander and Stirling are within 15 minutes drive, Bridge of Allan is only 10 minutes away and access to the M9 is within 5 minutes.

Worth visiting is the memorial statue to the great soldier Sir David Stirling on the B824 Doune to Bridge of Allan road, near his former family home of Keir House. It records the war-time achievements of Stirling who was the founder of the SAS.



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Home > Villages > Doune

Doune

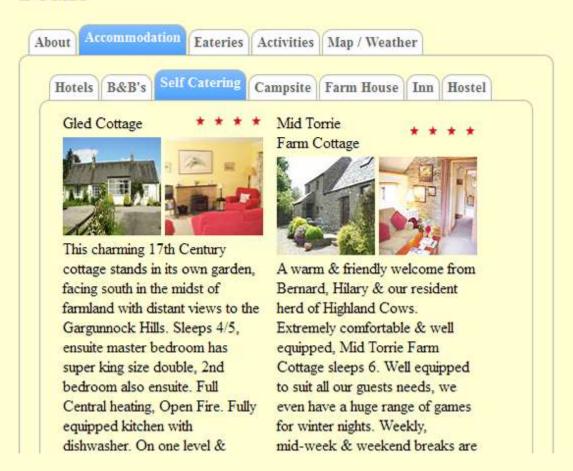
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Accommodation

Where to stay?
Select... ▼
What type?

Select...

Search





Villages	Towns	Islands



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Drymen

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Accommodation

Where to stay? Select

What type?

Select...

Search

Accommodation About

Eateries

Activities | Map / Weather

Winnock Hotel





With exposed stonework and original beams the Winnocks Merlin Restaurant offers a romantic setting for dinner by candlelight. Or try our Ptarmigan Bar, a cosy pub & lounge offering bar meals & drinks from the bar at pub prices! Famous for its home made steak pies, comfy leather chairs & sofas offer the perfect place to unwind with a glass of wine or a pint to wash down some traditional pub grub.

Buchanan Arms Hotel





For an informal light meal or an evening meal in our Tapestries restaurant you can be assured of the best quality food & fine wines in relaxed surroundings with an unmistakable Scottish character & feel. We passionately believe in our food & service at the Buchanan Arms Hotel. We also believe you need to feel good to enjoy a great dining experience to



Villages	Towns	Islands
		age ▼



Home | Villages | Doune

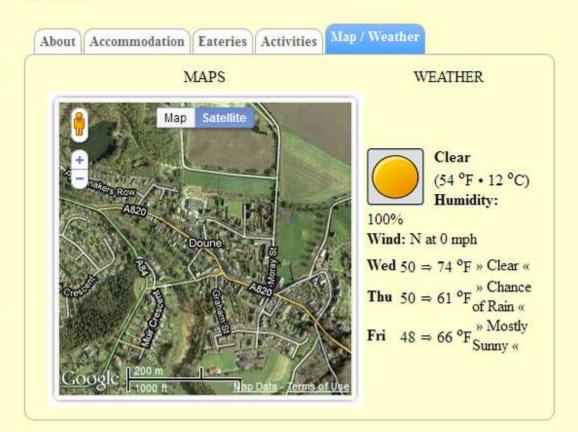
Doune

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Accommodation

Where to stay?
Select... *
What type?
Select...







Towns

Please select a village... ▼

Islands

Villages



Home Accommodation

Accommodation Search Results

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Accommodation

Where to stay? Callander -

What type?

Select... Select...

Hotel B&B

Self Catering

Campsite

Gled Cottage

This charming 17th Century cottage stands in its own garden, facing south in the midst of farmland with distant views to the Gargunnock Hills. Sleeps 4/5, ensuite master bedroom has super king size double, 2nd bedroom also ensuite. Full Central heating, Open Fire, Fully equipped kitchen with dishwasher. On one level & disabled friendly, WiFi, BBQ, parking for 2 cars. 5 quality golf courses within 35 mins incl. Gleneagles & Loch Lomond. Website here. E-Mail here



A warm & friendly welcome from Bernard, Hilary & our resident herd of Highland Cows. Extremely comfortable & well equipped, Mid Torrie Farm Cottage sleeps 6. Well equipped to suit all our guests needs, we even have a huge range of games for winter nights. Weekly, mid-week & weekend breaks are available. We've met many lovely people & several have come back time and time again or have recommended our cottage to friends. Private access, car parking area & patio garden.



Villages	Towns	Islands
DI	select a villa	in daine out



What I have learned

- You get nothing for free... you need to put the hours in to get CMS to work the way you want it to
- Sometimes it is easier to program the site from scratch
- Every day is a school day.....

Thank you for listening. Any questions?