





ANDREW BROCKIE

**Develop a
Search Engine Friendly
Website using Joomla**



What I will discuss today....

- Brief overview of my project
- What is  Joomla!?
- Advantages and Disadvantages of using  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 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 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 Joomla!™

- ✦ **NOT SEARCH ENGINE FRIENDLY**

How the urls look...

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

Welcome to Destination-Argyll

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Search	Translate	Login
Search...		
Search this site...		
Search		

Destination

Villages	Towns	Islands
Please select a village... ▼		
Please select a village...		
Aberfoyle		
Callander		
Doune		
Drymen		
Gartmore		
Stirling		

Accommodation

Where to stay?

Select... ▼

What type?

Select... ▼

Search



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Doune

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

The quaint 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 of 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 is 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.

Search

Translate

Login

Search...

Search this site...

Search

Destination

Villages

Towns

Islands

Please select a village... ▼

Accommodation

Where to stay?

Select... ▼

What type?

Select... ▼

Search



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Doune

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Gled Cottage



This charming 17th Century cottage stands in its own garden, facing south in the midst of farmland with distant views to the Gargunnoch 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 &

Mid Torrie Farm Cottage



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

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Destination

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Accommodation

Where to stay?

Select... ▼

What type?

Select... ▼

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Drymen

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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

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Accommodation

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Doune

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MAPS



WEATHER

 **Clear**
(54 °F • 12 °C)
Humidity:
100%
Wind: N at 0 mph
Wed 50 = 74 °F » Clear «
Thu 50 = 61 °F » Chance of Rain «
Fri 48 = 66 °F » Mostly Sunny «

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Accommodation

Where to stay?

Select.. ▼

What type?

Select.. ▼

Accommodation Search Results

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Mid Torrie Farm Cottage



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Search	Translate	Login
Search...		
<input type="text" value="Search this site..."/>		
<input type="button" value="Search"/>		

Destination

Villages	Towns	Islands
<input type="text" value="Please select a village..."/>		

Accommodation

Where to stay?

What type?

-
- Select...
 - Hotel
 - B&B
 - Self Catering**
 - Campsite



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?