

# Improving a commercial Website: Trossachs.co.uk

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## Trossachs.co.uk

- **Trossachs.co.uk**

Local websites established in 1999, giving information on Accommodations, Places To Visit and Things To Do in Stirling & The Loch Lomond & Trossachs National Park

- **Commercial website:**

Adverts. Accommodations publish their information on the website to make it easy for people to find them...

## What make a good website.

- **User friendly**  
Fast to load. Relevant information. Easy and simple to navigate.
- **Search Engines Optimization(SEO).**
- **Technical Issues.**

## PHP+MYSQL

**Cost.** PHP & mysql is completely free.

**Ease of Use.**

PHP is easy to learn compared to many other scripting languages. PHP has a syntax that is easy to parse and is actually rather human-friendly.

**Embedded.** PHP can be easily embedded directly into HTML.

**Compatibility.** PHP runs native on all UNIX and Windows platforms.

**Stability.**

**Speed.**

**Open source licensing.**

**Many extensions .**

**Fast feature development.**

**Strong user communities.**

## Search engine optimization

- A search engine robot will normally consider the content in the start of your html code is more important than the text towards the end of the code.
- Meta Information
  - <header>
  - <title>Title</title>
  - <meta name="description" >
  - <meta name="keywords" > (google not use it any more but other search engines might use it)
- More Links in the web page (used to be good, not now)

## dynamic & static Pages

- **Advantages of static websites**
  - Quick to develop
  - Cheap to develop
  - Cheap to host
- **Disadvantages of static websites**
  - Requires web development expertise to update site
  - Site not as useful for the user
  - Content can get stagnant
- **What I did is**
- **Using template and dynamic information to create static pages...**

## Using css+div instead of <table>

- **Advantages of CSS**

- easier to maintain**

- less code and less complexity to the structure makes things easier to find and change.

- more flexible**

- since one div is not dependent on the other divs on the page it allows for more freedom in your design

- quicker to load**

- blocks of code can be presented right away instead of the browser requiring an extra pass

- **Disadvantages of CSS**

- CSS does not work consistently in different browsers

- Compatibility

**Trossachs Administration** [Trossachs.co.uk](http://Trossachs.co.uk)

What would you like to do?

- View Statistics
- Recreate Mailing List Table \*
- Upload a SQL command
- View Enquiry Statistics
- View New Accommodation Responses
- View Useful Links

<b>Accommodation Options</b> <input type="button" value="Insert Accommodation"/> <input type="button" value="Delete Accommodation"/> <input type="button" value="Edit Accommodation"/>	<b>Business Options</b> <input type="button" value="Insert Business"/> <input type="button" value="Delete Business"/> <input type="button" value="Edit Business"/>	<b>Eatery Options</b> <input type="button" value="Insert Eatery"/> <input type="button" value="Delete Eatery"/> <input type="button" value="Edit Eatery"/>	<b>Village Options</b> <input type="button" value="Insert Village"/> <input type="button" value="Delete Village"/> <input type="button" value="Edit Village"/>
<b>Village Links Options</b> <input type="button" value="Insert 'Things To Do' Link"/> <input type="button" value="Delete 'Things To Do' Link"/> <input type="button" value="Edit 'Things To Do' Link"/>	<b>Events Options</b> <input type="button" value="Insert Whats On Event"/> <input type="button" value="Delete Whats On Event"/> <input type="button" value="Edit Whats On Event"/>	<b>New Village Options</b> <input type="button" value="Insert New Village"/> <input type="button" value="Delete New Village"/> <input type="button" value="Edit New Village"/>	<b>New Accommodation Options</b> <input type="button" value="Insert New Accommodation"/> <input type="button" value="Delete New Accommodation"/> <input type="button" value="Edit New Accommodation"/>

**Trossachs Administration** [Trossachs.co.uk](http://Trossachs.co.uk)

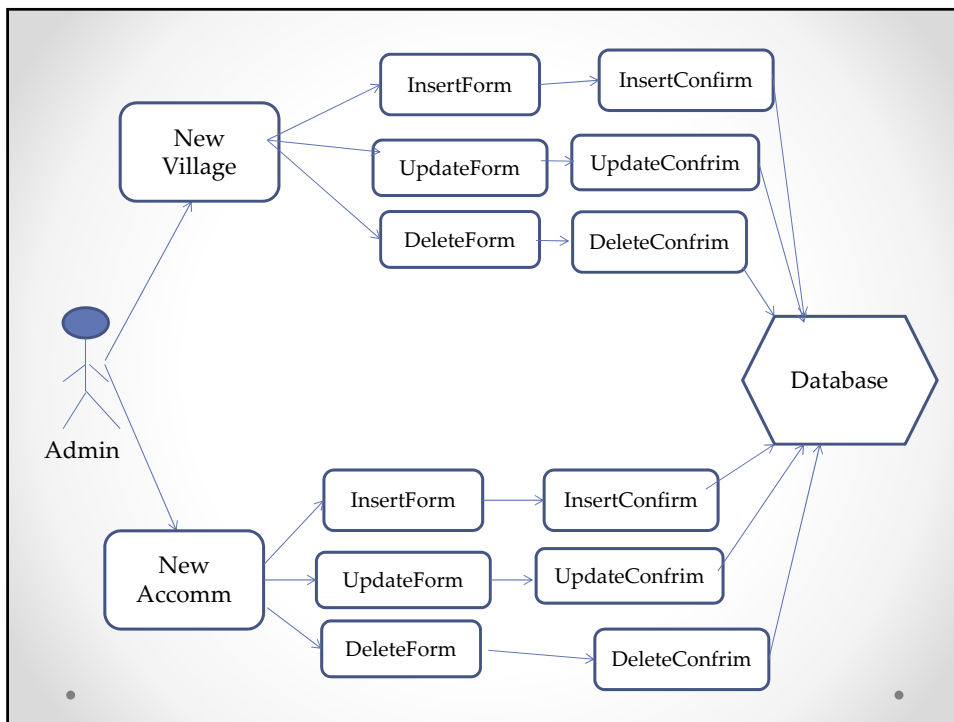
admin Add a new Village entry to the Villages Database

Village Name*	Stirling
Meta - Keywords	Stirling is a beautiful city.
meta - title	Welcome to Stirling
meta - description	Stirling is a centre for local government, high

Village Short Description\*

Stirling (Gaelic: *Sruighleah* pronounced [*stru:la*]) is a city and former ancient burgh in Scotland, and is at the heart of the wider [Stirling council area](#). The city is clustered around a large [fortress](#) and [medieval](#) old-town beside the [River Forth](#). Historically it was strategically important as the "Gateway to the Highlands", with its position near the boundary between the [Scottish Lowlands](#) and [Highlands](#), and its crossing of the Forth, the nearest to the river mouth.

Standing near the castle, the [Church of the Holy Rude](#) is one of the town's most historically important buildings. Founded in 1129 it is the second oldest building in the city after Stirling castle. It was rebuilt in the 15th century after Stirling suffered a catastrophic fire in 1405, and is reputed to be the only surviving church in the United Kingdom apart from [Westminster Abbey](#)



Pic 8 \* C:\wamp\www\images\8 [Browse...]

Alt Tag For Pic 8 p8

touristinfo: <input checked="" type="radio"/> Yes <input type="radio"/> No	Church: <input type="radio"/> Yes <input checked="" type="radio"/> No	Garage: <input checked="" type="radio"/> Yes <input type="radio"/> No	ATM: <input type="radio"/> Yes <input checked="" type="radio"/> No	Toilets: <input type="radio"/> Yes <input checked="" type="radio"/> No
police: <input type="radio"/> Yes <input checked="" type="radio"/> No	GolfCourse: <input checked="" type="radio"/> Yes <input type="radio"/> No	Doctor: <input type="radio"/> Yes <input checked="" type="radio"/> No	School: <input checked="" type="radio"/> Yes <input type="radio"/> No	Post Office: <input checked="" type="radio"/> Yes <input type="radio"/> No
Train Station: <input type="radio"/> Yes <input checked="" type="radio"/> No	Shop: <input type="radio"/> Yes <input checked="" type="radio"/> No	Parking: <input checked="" type="radio"/> Yes <input type="radio"/> No	Campsite: <input type="radio"/> Yes <input checked="" type="radio"/> No	Wifi Hotspot: <input type="radio"/> Yes <input checked="" type="radio"/> No

Google Map Url  
 &map;ll=56.117233,-3.942710&map;spz=0,229681,0.822601&map;sz=10&map;i vloc=4" style="color:#0000FF;text-align:left">View Larger Map/</small>

Preview Entry

Using template :test-sid-template.phpto create Stirling.php create new file successfully  
 Using template :test-sid-template-entries.phpto create Stirling-placeToEat.php create new file successfully  
 Using template :test-sid-template-entries.phpto create Stirling-localBusiness.php create new file successfully  
 Using template :test-sid-template-entries.phpto create Stirling-Hotel&Inn.php create new file successfully  
 Using template :test-sid-template-entries.phpto create Stirling-Bed&Breakfast.php create new file successfully  
 Using template :test-sid-template-entries.phpto create Stirling-campsite.php create new file successfully  
 Using template :test-sid-template-entries.phpto create Stirling-selfCatering.php create new file successfully  
 Using template :test-sid-template-entries.phpto create Stirling-Farmhouse.php create new file successfully

[Return to options](#)

### Template's Header info

```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN" "http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
<html xmlns="http://www.w3.org/1999/xhtml">
<head>
<meta http-equiv="Content-Type" content="text/html; charset=utf-8" />
<title>{meta_title}</title>
<meta name="description" content="{meta_description}" />
<meta name="keywords" content="{meta_keywords}" />
</head>
</html>
```

### Village Page's Header info

```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN" "http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
<html xmlns="http://www.w3.org/1999/xhtml">
<head>
<meta http-equiv="Content-Type" content="text/html; charset=utf-8" />
<title>Welcome to Stirling</title>
<meta name="description" content="Stirling is a city and former ancient burgh in Scotland, and is at the heart of the wider Stirling council area. " />
<meta name="keywords" content="Stirling is a beautiful city" />
</head>
</html>
```

[About](#) | [B & B](#) | [Hotel/Inn](#) | [Campsite/Hostel](#) | [Self catering](#) | [Farmhouse](#) | [LocalBusiness](#) | [PlaceToEat](#)

**Welcome to {village\_name} !**

{short\_description}



{long\_description}

{touristinfo} {garage} {church} {atm} {toilets} {police} {golfcourse} {doctor} {school}  
 {postoffice} {trainstation} {shop} {parking} {campsite} {wifihotspot}

{google\_map}

*Enjoy your stay*

**Site links**

- [Room Finder](#)
- [Villages & Towns](#)
- [Cycling Info](#)
- [Fishing Info](#)
- [Golf Courses](#)
- [Walking Info](#)
- [Lochs](#)
- [Water Sports](#)
- [Munro & Bens](#)
- [The Clans](#)
- [Whisky Trail](#)
- [National Park](#)
- [Local History](#)
- [WIN A Holiday](#)
- [Latest News](#)
- [Weather](#)
- [Useful Links](#)
- [Contact Us](#)

**Useful Sites**

- [Loch Lomond & The Trossachs National Park](#)
- [visit DESTINATION LOCHLOMOND](#)
- [Advertise WITH US trossachs.co.uk](#)

[Home](#)
[Places to Stay](#)
[Places to Visit](#)
[The Great Outdoors](#)
[Places to Eat](#)
[A to Z Directory](#)
[What's On](#)
[Maps & Trails](#)
[Getting Married](#)
[Room Finder](#)

**Trossachs.co.uk**

[Hotels near Loch Lomond](#) Hotels near Loch Lomond on a map. Book online now. Pay at the hotel. [Booking.com/hotel-Loch-Lomond](#)  
[Huggies DryNites](#) Information On How To Manage Bedwetting In Children. [www.drynites.co.uk](#)  
[Premier Inn™](#) Rooms From Just £29 A Night At Over 600 UK Locations. Book Online Now. [premierinn.com](#) AdChoices

Stirling [Click here for information on Towns & Villages](#)

**Welcome to The Trossachs Villages... and The Loch Lomond National Park**

[About](#) | [B & B](#) | [Hotel/Inn](#) | [Campsite/Hostel](#) | [Self catering](#) | [Farmhouse](#) | [LocalBusiness](#) | [PlaceToEat](#)

**Welcome to Stirling !**

Once the capital of Scotland, Stirling contains the Great Hall (restored 1999) and the Renaissance Palace (restoration completed 2011) within the Castle that rivalled any building in Europe at the time. Stirling also has its medieval parish church, [The Church of the Holy Rude](#), where King James VI was crowned King of Scots on 29 July 1567. The Holy Rude still functions as living church with a service every Sunday.



**Site links**

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- [National Park](#)
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- [WIN A Holiday](#)

Old village page domain.



New village page domain.



When a new village created, 7 more related pages are created at same time

stirling.php	8/2/2012 12:04 AM	PHP File	32 KB
stirling-Bed&Breakfast.php	8/2/2012 12:00 AM	PHP File	24 KB
stirling-campsite.php	8/2/2012 12:00 AM	PHP File	24 KB
stirling-Farmhouse.php	8/2/2012 12:00 AM	PHP File	24 KB
stirling-Hotel&Inn.php	8/2/2012 12:00 AM	PHP File	24 KB
stirling-localBusiness.php	8/2/2012 12:00 AM	PHP File	24 KB
stirling-placeToEat.php	8/2/2012 12:00 AM	PHP File	24 KB
stirling-selfCatering.php	8/2/2012 12:00 AM	PHP File	24 KB

Stirling B&B page domain.



```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN" "http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
<html xmlns="http://www.w3.org/1999/xhtml">
<head>
<meta http-equiv="Content-Type" content="text/html; charset=utf-8" />
<title>Bed and Breakfast around Stirling</title>
<meta name="description" content="Bed and Breakfast around Stirling" />
<meta name="keywords" content="Bed and Breakfast around Stirling" />
</head>
<body>
</body>
</html>
```

Stirling Click here for information on Towns & Villages

Welcome to The Trossachs Villages... and The Loch Lomond National Park

[About](#)
[B & B](#)
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[Campsite/Hostel](#)
[Self catering](#)
[Farmhouse](#)
[LocalBusiness](#)
[PlaceToEat](#)

BANDB in [Bed-And-Breakfast](#)

**A-haipeng Test** +44 (0) 66666666 Welcome to Haipeng's test

 The MSc in Advanced Computing offers in-depth knowledge on advanced topics in Computing Science to existing graduates in Computing or a closely-related discipline. This programme has been designed to extend undergraduate computing skills with up-to-date and in-depth expertise in specialist areas of Computing such as: [Read More](#)

**Argyll House** 01786 478864 Overlooking the Wallace Monument

 Joan prides herself on being relaxed & attentive to her guests, offering comfortable accommodation with the emphasis on care & attention to detail. All rooms have top quality beds & linen, individually controlled central heating, remote control TV/DVD, hairdryer, radio alarm clock, hospitality tray incl. homemade shortbread & free Wifi. After a comfortable night's rest you will be looking forward to a great Scottish breakfast & planning your days itinerary. You will be rewarded with a great day out. [Read More](#)

**Castleview B&B** +44 (0)1786 469922 Castle View has 7 modern & unique bedrooms

 Always a Warm Welcome. With close attention to detail & a relaxing atmosphere you will be sure to enjoy your stay at Castle View B&B. All our rooms are comfortably furnished, with en-suite bathrooms, remote control digital channel plasma TVs & hospitality trays. All rooms are designed for many age groups & occasions. One of the few B&B's in Stirling with disabled facilities. Within walking distance of the town centre & Stirling University. [Read More](#)

**Craigard B&B** +44 (0)1786 460540 Multiple night discounts make us a great base.

 With views of the Wallace Monument Craigard B&B is a great base for exploring Stirling and the wider area. Recently renovated & centrally heated all rooms are ensuite with comfortable beds, hospitality trays & TV/DVD with freeview. WiFi & Parking. A full breakfast menu to suit all tastes & diets incl. Toasted Bagels with

Select Language ▼

Site links

- [Room Finder](#)
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- [Fishing Info](#)
- [Golf Courses](#)
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Here at Stirling, you will find an ideal environment for learning and studying, and also plenty of things to do in your spare time. The department is host to world-class research in the areas of Communications and Services, Computational Intelligence, and Applied Formal methods. Importantly, our Department is welcoming and staff doors are wide open and you can be sure of a high degree of personal attention. Furthermore, the department has strong links with industry. Students can get a first hand industrial experience through placements with local enterprises and organisations. We also regularly invite industry experts to share their expertise with students through seminars and talks.

**Accommodation Features**




Address : University of Stirling Computer Science

**Contact This Accommodation**

Your Name:

Your Email address:

Subject:

Enquiry From Trossachs.co.uk

Message:



Please enter the code you see in the box below.  
(Please note: this is to prevent spam email):  
[Click here for a different image](#)



Satnav Coords:111.222.333

Visit the website: [www.stir.ac.uk](http://www.stir.ac.uk)

**TROSSACHS.CO.UK** .....your one click guide

# What could be better

- **Framework**  
Joomla, Wordpress, zend etc.
- **Html 5 & CSS 3**
- **Online booking & Online paying**  
(like hostelworld... with paypal)

Thanks You!